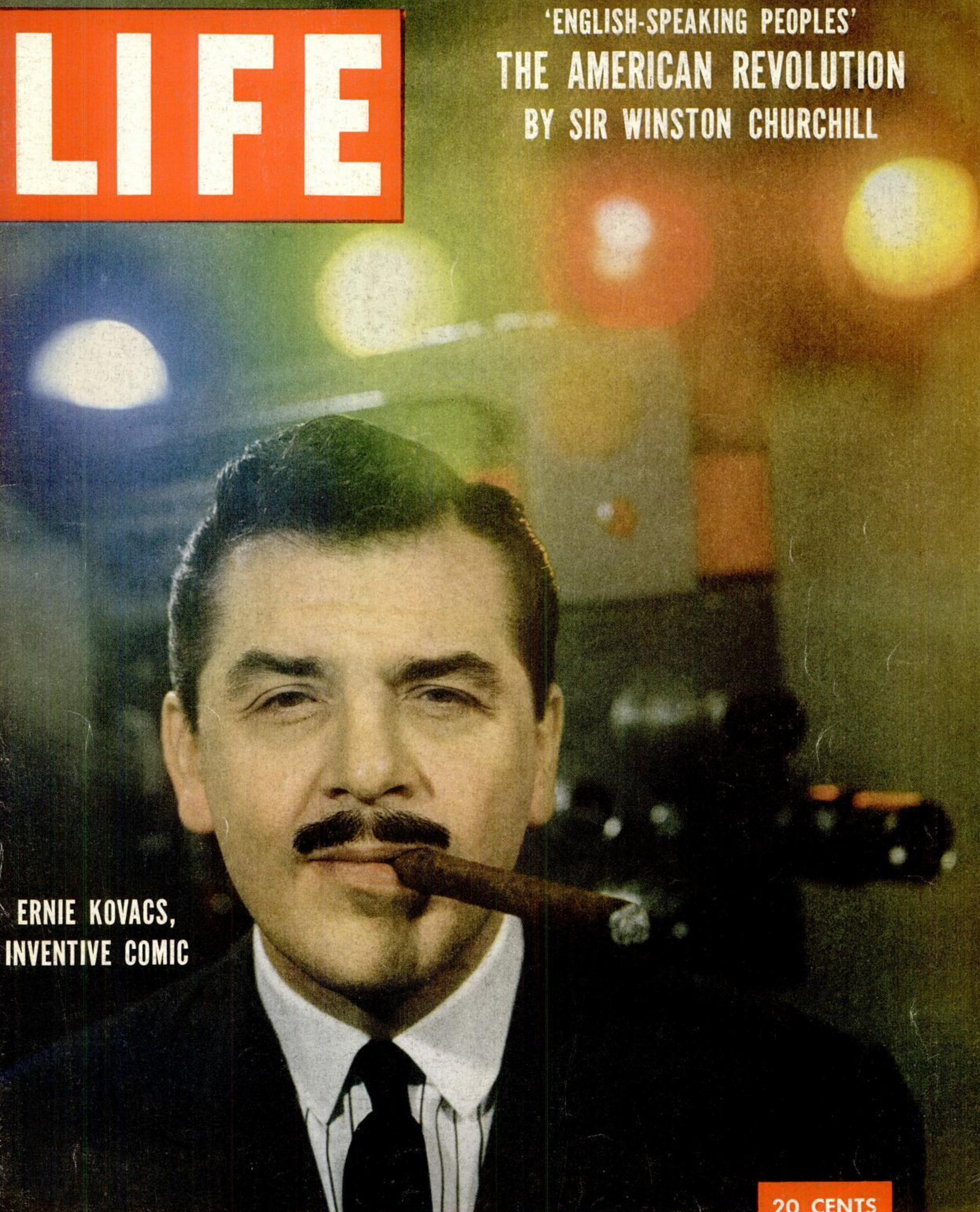


LIFE

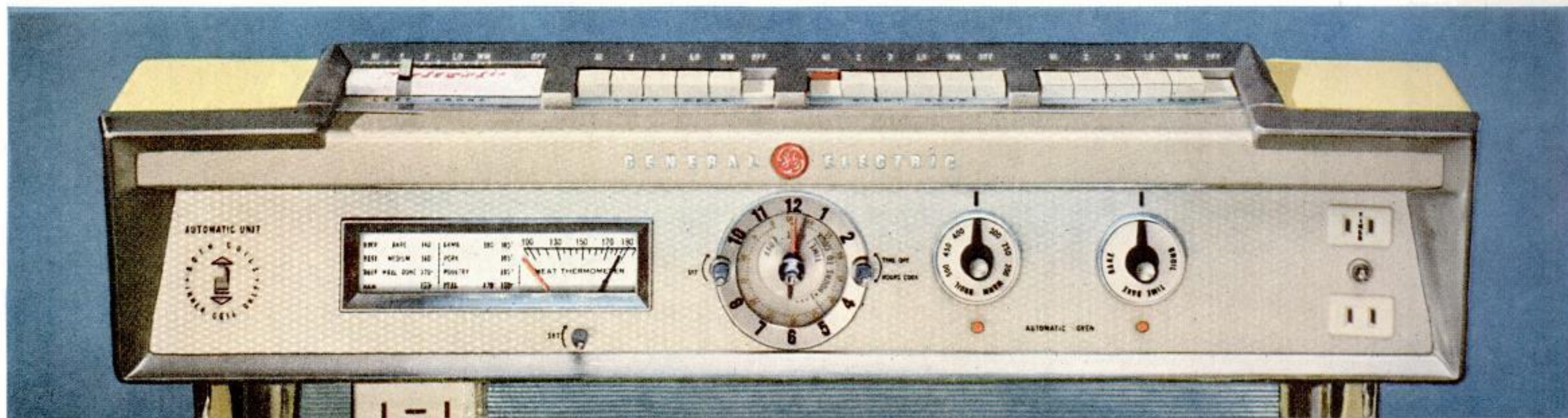
'ENGLISH-SPEAKING PEOPLES'
THE AMERICAN REVOLUTION
BY SIR WINSTON CHURCHILL



ERNIE KOVACS,
INVENTIVE COMIC

20 CENTS

APRIL 15, 1957

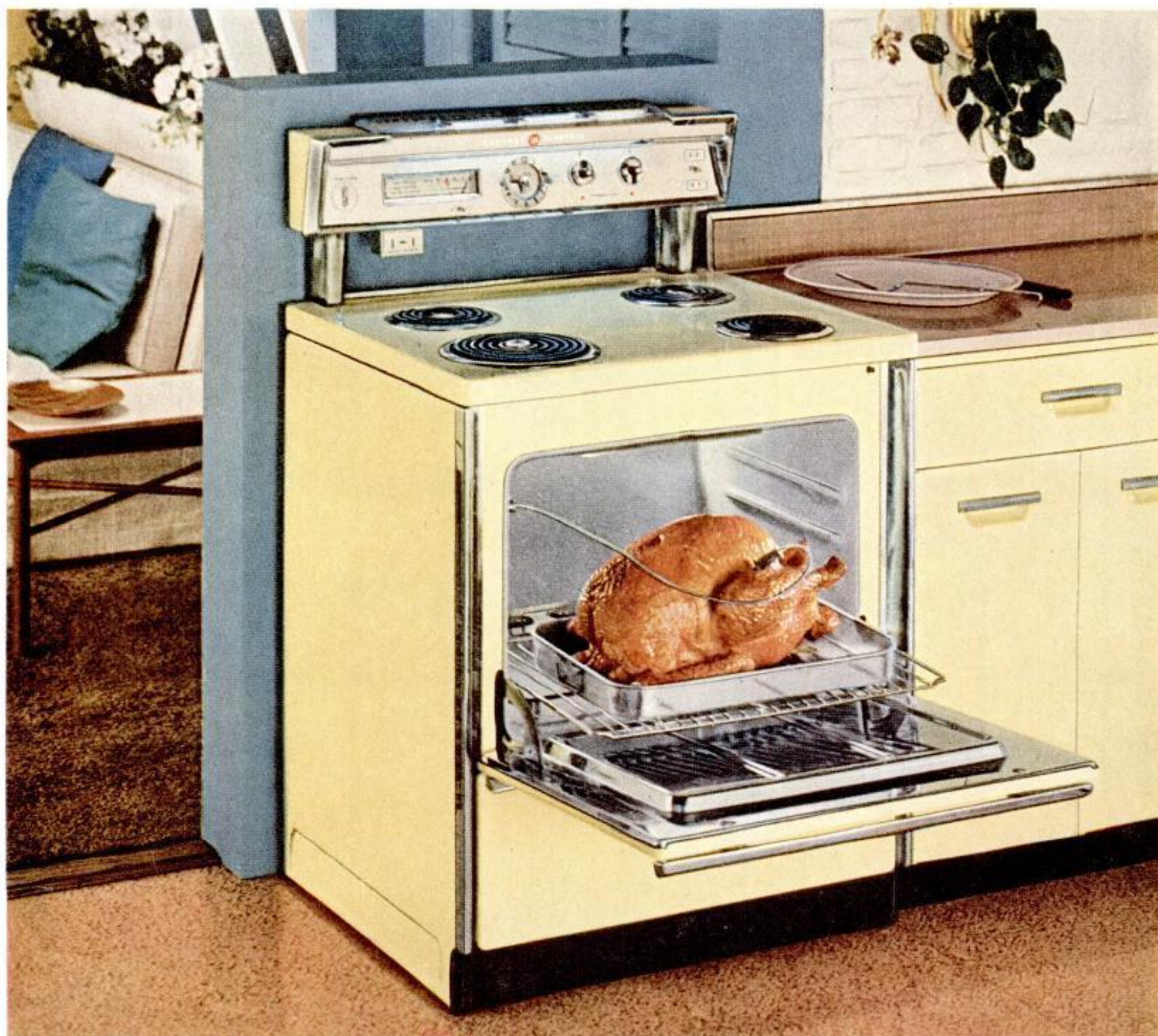


Press a key, turn a dial—let the Keyboard range take over your meal. This lovely G-E has “piano-key” pushbuttons that flick on surface heat at a touch. Keyboard controls keep pans and griddle at the exact heat you set. New meat thermometer “watches” roasting and broiling.

A small down payment can install a Keyboard range in your kitchen. In compact 30-inch size, as shown, also 40-inch de luxe models. At your G-E dealer's. He's in the yellow pages of your phone book. General Electric Company, Appliance Park, Louisville 1, Kentucky.

New General Electric **Keyboard** range

Compact G-E range takes over baking, boiling, roasting, frying, broiling—even grills sandwiches—automatically



Even a 25-pound turkey looks small in this extra-wide G-E oven. Easy to clean. Oven door lifts off, broiler pulls out, bake unit swings up and out of the way. Compact 30-inch Spacemaker, shown, has same Keyboard features and wide

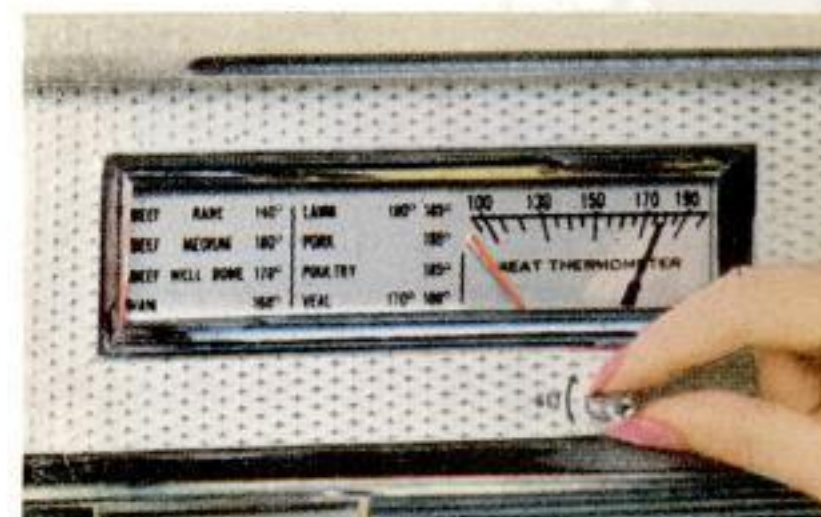
oven as full-size models. 40-inch models, available with one or two ovens. All have G.E.'s new “built-in” look. Rich chrome trim. Beautiful Mix-or-Match colors—petal pink, turquoise green, canary yellow, woodtone brown, satin white.

Keyboard ranges . . . so fast, so clean, so dependable

GENERAL  ELECTRIC



Cook perfect pancakes—8 at a time. Grill bacon, sandwiches, automatically. New automatic General Electric griddle heats evenly all over. It's lightweight and stores easily in range drawer when not in use.



Roast and broil to your taste—rare, medium, or well done, with the new General Electric electric meat thermometer. No guesswork or peeking. Buzzer sounds when meat's done to perfection.

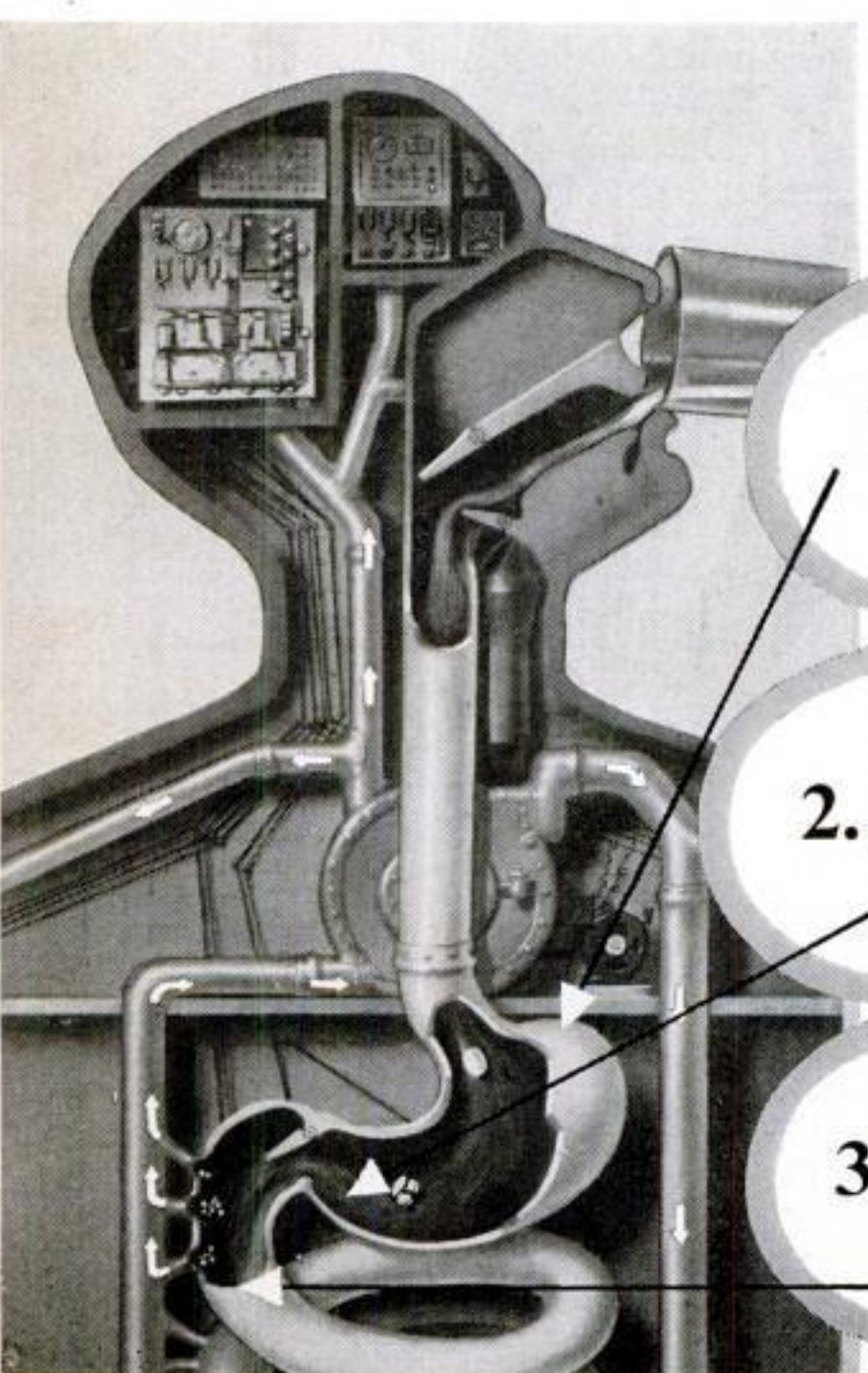


Set the new two-in-one automatic unit and forget it until food is ready. Inner coil can be used separately for small utensils, or both coils for large utensils. Quickly brings food to temperature you set and holds it there.

LIVE BETTER . . . electrically



Pain? Headache? Cold Miseries? Muscular Aches?



1. Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.
2. Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .
3. Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

BUFFERIN[®]

acts twice as fast as aspirin!

WON'T
UPSET
YOUR
STOMACH



IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM, ASK YOUR PHYSICIAN ABOUT BUFFERIN

This One

QP18-51S-B3Y1

Legislation and people

A famous photographer turns a camera on Nebraska's legislature, shows what it is like to have laws made with the people inviting themselves in.



CAPITOL LOBBYISTS

Rx for comedy: Kovacs

As television funnymen admit a crisis, Ernie Kovacs shows how he uses the resources of the TV camera to create a fresh kind of visual comedy.



ERNIE KOVACS

Churchill on our Revolution

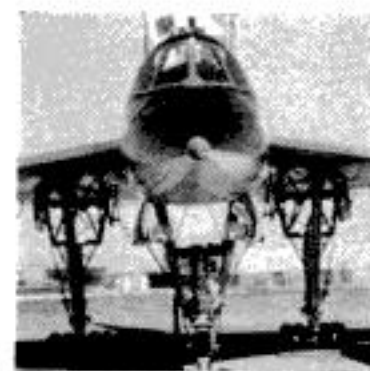


PATRIOTS IN NEW YORK PULL DOWN A STATUE OF KING GEORGE III

Sir Winston Churchill gives his own account of the American Revolution in the first instalment of Volume III, "A History of the English-Speaking Peoples." From him the French navy gets a lot of credit.

Hustle for the Hustler

Despite mishaps and skepticism, the Air Force's supersonic and astounding B-58, the Hustler, was built in record time by a new production plan.



HUSTLER'S NOSE

A sunny 'Funny Face'

"Funny Face," the old Gershwin hit, comes to life in a sunny film with Astaire and Hepburn dances and delightful photographic tricks.



AUDREY'S FACE

40

167

120

193

88

COVER

Backed by TV camera, which he uses so inventively, Comedian Ernie Kovacs appears behind one of the 18 cigars he smokes daily (see pp. 167-179)

THE WEEK'S EVENTS

Nebraska people are there when legislature makes laws.

Photographed for LIFE by Henri Cartier-Bresson

Dallas exhibits the best-pictured tornado in history

A Look at the World's Week

Colleges exhibit light turns for spring fancy

France's Herriot dies after career of history-making

New camera method helps archaeologists find a treasure

Fuel-saving tourist "bugs" are put through their paces

EDITORIALS

Let's talk sense about the budget

What foreign aid is—and is not

PHOTOGRAPHIC ESSAY

Ernie Kovacs, a funnyman with ideas in national drought of mirth.

Photographed by Ralph Morse

ARTICLES

America's War of Independence in "A History of the English-Speaking Peoples." By Sir Winston Churchill

"A missile with men in it"—radical production concepts

are used to build first U.S. supersonic bomber. By

Don Schanche

NATURE

The mammoth moving of a sea mammal

EDUCATION

Brass in the class: ex-officers turn to schoolteaching

MODERN LIVING

Ear holes for beauty: the fad for pierced ears in Memphis

MOVIES

Fun, fashions and photographic tricks in "Funny Face"

Mystery of the missing Oscar winner

CLOSE-UP

Mississippi's Governor Coleman, the state's big booster

FASHION

Teen-agers' night clothes can be shown off or even slept in

ART

Robinson to Niarchos: a fabulous collection has a new owner

TELEVISION

Rodgers and Hammerstein come up with an uncindery Cinderella

TRANSPORTATION

U.S. rooters take to scooters

BOOKS

Three-way war in one body: "The Three Faces of Eve" is also to be made into a film

PARTY

Chicago society takes to the curling rinks

OTHER DEPARTMENTS

Speaking of Pictures: the trek of a long atomic tube

Letters to the Editors

Sequel: 2-year-old Clarence Hathaway helps his blind, deaf parents prove their right to raise him

Miscellany: a suit that sells itself

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VOLUME 42
NUMBER 15

Come in and see why your eyes deserve

SYLVANIA TV

with HALOLIGHT®

the frame of surround light that's kinder to your eyes



See HaloLight in a wide range of important consoles and elegant table models, all with big 21" and 24" (overall diagonal)* screens. Illustrated: The Hollister, 21T208.

*21", 246 sq. in.; 24", 304 sq. in. viewable area.

Here's a special invitation from your Sylvania dealer: "Test-view" HaloLight for yourself, and get a package of Sylvania "Softlight" bulbs—free

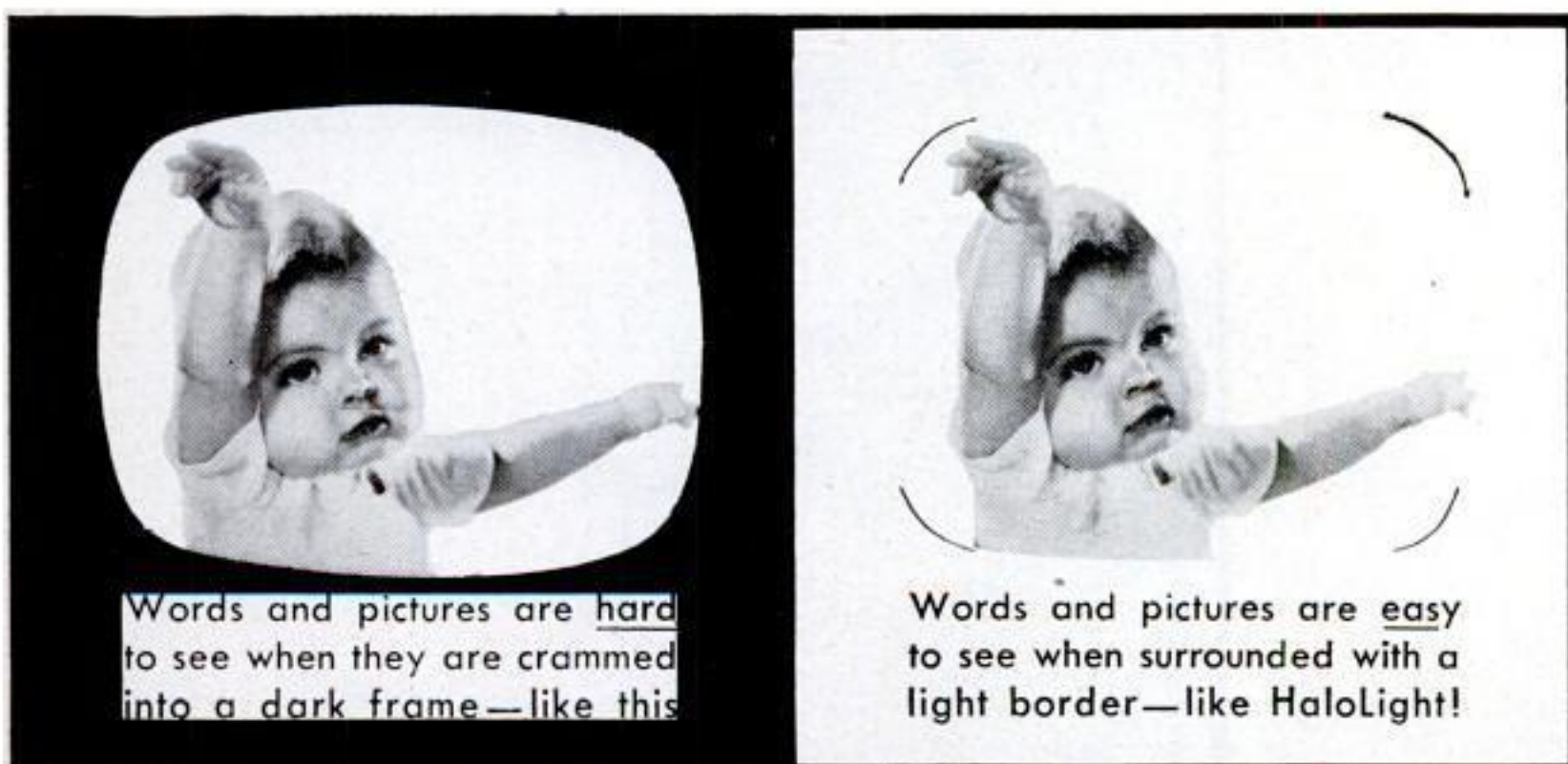
The "test view" of HaloLight your Sylvania dealer has planned takes only two minutes. But it will give you an entirely new understanding of how good a TV picture *can* be.

Only Sylvania TV guards your precious eyes with HaloLight, the soft frame of light developed in co-operation with noted experts. It babies your eyes, and adds so much to your TV enjoyment that you can sit back and take in *all* your favorite shows—right through the "late lates"—in perfect comfort.

Of course, your HaloLight set includes other Sylvania exclusives—Magic Touch and Magic Power tuning; Sylvania's new power-packed chassis; elegant styling by Mastercraft.

A package of *Softlight* Bulbs **FREE** for test-viewing HaloLight

Your Sylvania dealer makes this offer for a limited time—no obligation; nothing to buy. "Softlight," the pearl-pink "decorator" bulb, is as easy on your eyes as HaloLight itself.



SYLVANIA ELECTRIC PRODUCTS INC. RADIO • TELEVISION • LIGHTING • ELECTRONICS • ATOMIC ENERGY
Radio & TV Division, Batavia, N. Y. In Canada: Television made by Sylvania Electric (Canada) Ltd., and distributed by Northern Electric Company Limited



Keep your eye on **SYLVANIA**...fastest growing name in sight

Dress by Winston



Red Cross Shoes

FEATURED IN CANADA AS GOLD CROSS SHOES

Becoming attraction: The bare and the beautiful

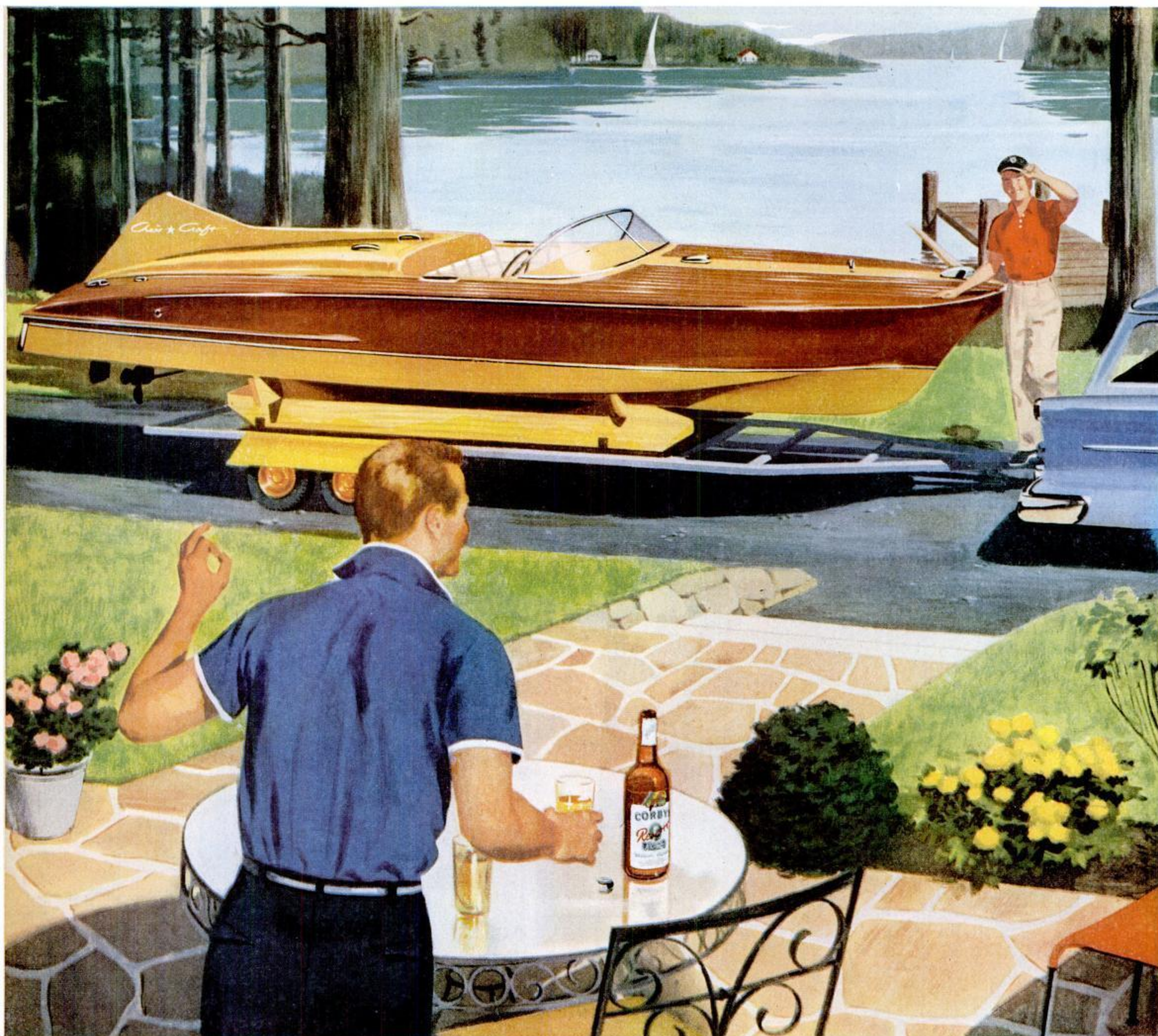
The least shoe, the most flattery—that's spring's exciting fashion story! Imagine these with your softened shirtwaist . . . your princess sheath . . . your whirling party dresses. So delicate and feminine . . . so slender-heeled and glamorous—these Red Cross Shoes will be the love of your life, this spring! Styles illustrated: above, ENCHANTRESS; lower left, COUTURIER SLING; lower right, PARISIENNE.

Largest selling brand of fine footwear in the world. Styles from 9.95 to 13.95



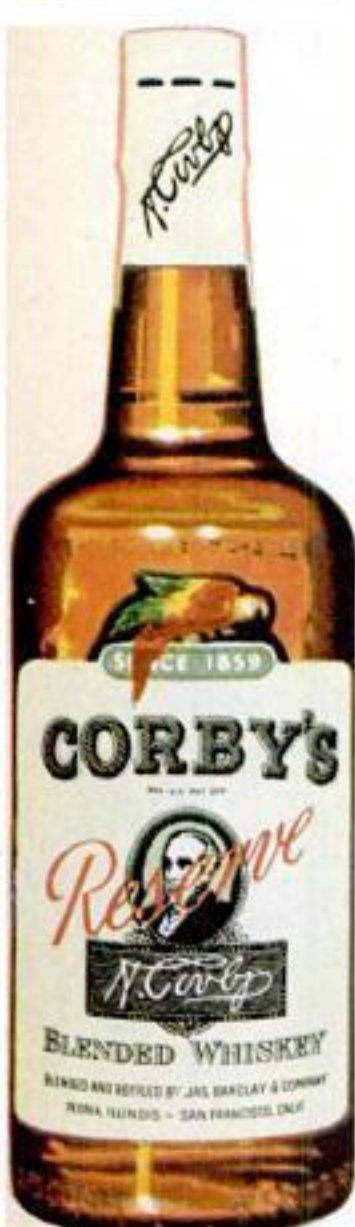
THE UNITED STATES SHOE CORPORATION, CINCINNATI 7, OHIO

THIS PRODUCT HAS NO CONNECTION WHATEVER WITH THE AMERICAN NATIONAL RED CROSS



"READY FOR LAUNCHING!"... CALLS FOR CORBY'S

Whatever the occasion...
it's better with **CORBY'S**



The lighter whiskey that wins friends on first taste

BLENDING WHISKY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS—JAS. BARCLAY & CO. LIMITED, PEORIA, ILL.



New!

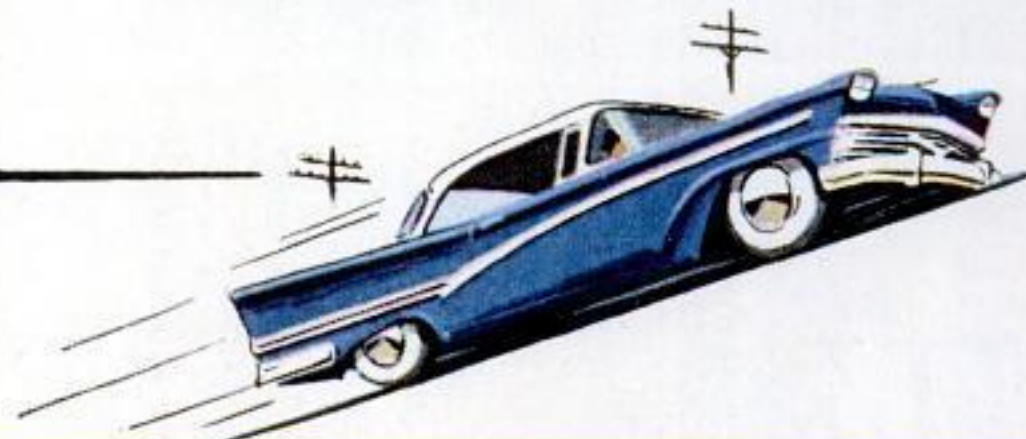
*It's
Actually
3 Grades
of
Motor Oil
in One*



10



20



30

A Thermostatic motor oil... adjusts automatically to the extreme temperature changes in today's engines

Prevents low-temperature sludge, which clogs oil passages and damages vital engine parts

Holds its body—protects under the highest engine temperatures

Neutralizes acid action—the major cause of engine wear

For cold starts it's a lightweight oil. The moment you step on the starter it flows freely and gives you full power.

For short-trip driving, it's like a medium-weight oil that gives you perfect lubrication when your engine is only warm.

For sustained driving when your engine runs hot, it's like a heavy oil that holds its body . . . keeps on protecting.

EVERY DAY of the year your engine goes through temperature changes of over 100°F—and new Shell X-100 Motor Oil Premium adjusts to all these changes *automatically*. It's actually 3 grades of motor oil in one.

Here's what this means to you:

Since you seldom use more than a small fraction of your car's power, your engine seldom fully warms up—and neither does your motor oil. Until it warms up, ordinary oil can't flow freely. Your engine wastes horsepower just pushing it around. What's more, cold-engine operation, typical of today's driving, also causes *cold sludge* which clogs oil passages and can result in costly engine repairs.

X-100® Motor Oil Premium flows freely on the coldest day. It has a special property that prevents the formation of low-temperature sludge.

This thermostatic motor oil adjusts itself to heat, too. Because it contains a specially developed ingredient, it resists thinning out at the greater internal temperatures today's engines develop at highway speeds.

And here's another big point: The greatest threat to the life of your engine is acid action, which can wear away metal hundreds of times faster than friction from normal running. And even the tiniest loss of metal from your engine's cylinder walls can cause loss of compression . . . resulting in loss of power and greater gasoline consumption.

X-100 Motor Oil Premium neutralizes acid action. This protects the life of your engine and prevents power loss and saves you money in operating costs.

It comes down to this: *Shell X-100 Premium* is beyond question the finest motor oil you can buy.

*Get it in the
new white container*



Marlboro

You get
a lot
to like

-filter
-flavor
-flip-top box



NEW
FLIP-TOP BOX

Sturdy to keep
cigarettes
from crushing.
No tobacco in
your pocket.
Up to date.

POPULAR
FILTER PRICE

Here's old-fashioned flavor in the new way to smoke. Man-size taste of honest tobacco comes full through. Smooth-drawing filter feels right in your mouth. Works fine but doesn't get in the way. Modern Flip-Top Box keeps every cigarette firm and fresh until you smoke it.

(MADE IN RICHMOND, VIRGINIA, FROM A NEW MARLBORO RECIPE)
Copyrighted material



New **CRYOVAC** "second skin" locks in flavor . . . for keeps

Now buy meats in airtight, transparent vacuum packages that let you see the freshness!

This year, you can enjoy a rare delicacy in ham flavor that wasn't possible before — because of a special new vacuum package called CRYOVAC. Only CRYOVAC *locks in* freshness, flavor, and nutrition at the moment of perfection — *keeps* them there until the ham is on your table!

Here's how CRYOVAC packaging is done: the meat is placed in a special, airtight, moistureproof bag. Then — all flavor-stealing air is vacuumed out, the bag is sealed and shrunk so it fits like a transparent "second skin".

Look for the CRYOVAC seal of flavor protection on ham and other fine foods — frozen turkey and other poultry, frozen, smoked and processed meats, corned beef, and cheese — at your favorite store.



THE CRYOVAC COMPANY



Division of W. R. Grace & Co.

Does she...or doesn't she?



Hair color so natural only her hairdresser knows for sure!

There's no doubt about it . . . a little color can work beautiful magic. You can see it, too, in her hair—its lovely, youthful, glowing tone.

Natural-looking? Well, of course! That's the wonder of Miss Clairol color. It not only hides gray beautifully, but it *always* looks like nature's own glowing gift—soft, ladylike in *any* light.

And Miss Clairol is so quick and easy. It takes only minutes to add lively, lasting, young color to faded hair . . . to cover graying strands . . . to beauty-treat even the most dif-

ficult texture to new silkiness. And Miss Clairol color *never* muddies or darkens.

That's why America's hairdressers always recommend Miss Clairol, give Miss Clairol Hair Color Bath by the millions. With results so sure, why deny yourself the confidence of knowing you're a younger-looking, happier-looking, completely attractive woman?

Try Miss Clairol yourself. Today. In the wonderful, new Creme Formula or Regular. One of the lovely Miss Clairol colors is sure to be a "natural" for you.

MISS CLAIROL® hair color bath®

MORE WOMEN USE MISS CLAIROL THAN ANY OTHER HAIR COLORING



© 1957 Clairol Incorporated, Stamford, Conn.



for your baby during National Baby Week

Heinz Spill-Proof Tumbler

We offer it FREE till June 1st
with 12 Heinz Baby Food labels

More than a million mothers have gladly paid for our Heinz Spill-Proof Tumbler. But we offer it *free* for 12 Heinz Baby Food labels during National Baby Week in '57, the year that is our Heinz 57 trademark.

• The tumbler is made of sturdy plastic, shaped for tiny hands and easy to keep clean. A patented

mouthpiece permits liquids to flow through at just the right speed. No big gulps to choke on!

• Mothers and doctors agree—the Heinz Spill-Proof Tumbler is the quickest, easiest way to teach babies to drink from a cup without spilling. Order yours before June 1, 1957. After that date, we shall again ask the regular price.



Our best
to you in
1957

Over 80 Better-Tasting Kinds
Heinz Baby Foods

- Strained Egg Yolks
- Strained Orange Juice
- Pre-Cooked Cereals
- Strained Baby Foods
- Teething Biscuits
- Junior Baby Foods
- Strained and Junior Meats

USE THIS HANDY COUPON to take advantage of Heinz special National Baby Week offer. Sorry, only one free tumbler to a family.

H. J. Heinz Company
Dept. D-20, Box 28
Pittsburgh 30, Pa.

Enclosed find 12 Heinz Baby Food labels. Please send me a free HEINZ SPILL-PROOF TUMBLER for my baby. I have checked the color I prefer.

☐ Blue ☐ Pink

Name _____

Address _____

City _____ Zone _____ State _____

Offer good in Continental U.S.A. and Hawaii. Void in all states where prohibited by law. Use for any other purpose than as stipulated constitutes fraud. Limit one per family. Envelope must be postmarked not later than June 1, 1957.

The problem of fatigue in reducing diets

Why do so many people on diets feel tired... lose mental alertness?

Can energy stay up while pounds go down?

What kind of foods do you need to keep up your energy?



Recent scientific findings show how sugar can help you lose weight with less hunger—less fatigue

Most people who diet want to do it fast.

Do it and get it over with, they say. In their zeal, they often fall prey to one or another of the bizarre, unbalanced "wonder" diets. Sometimes they eliminate all sugar, and slash many important foods to a level that wouldn't satisfy the nutritional requirements of a small child.

Soon after, fatigue—both physical and mental fatigue—becomes a daily problem for them. Science says this is Nature flashing a red light.

Why Do You Get Tired?

Diet or no diet, energy is the first need of the body, even taking precedence over maintenance and repair. Whenever energy reserves fall, Nature signals to the mind and the body to slow down. And so any physical effort becomes tiring and mental performance falls off.

The trouble is, few people can afford to slow down. The businessman keeps on driving himself, growing irritable and hard to please. The tired mother nags at her family, and often finds herself becoming unaccountably depressed over trifles.

It is no wonder these people quit dieting—and go back to their old eating habits.

Is there any real answer? Can you keep your energy up while the pounds go down?

What To Do About It

The most authoritative scientific thinking today says the best plan, if you want to control

your weight, is to continue to eat a normal balance of foods—keep on eating the foods you have been accustomed to having. Don't cut them out, simply cut down on the portions.

All foods have calories. Calories are the units of energy your body needs for every action, even breathing. However, in normal eating, about two-thirds of these energy calories are in the form of starches and sweets. Easy to understand why cutting out either of these foods can cause the body to send out fatigue warnings.

How Sugar Helps

Easy to understand, too, why the newer reducing diets call for mid-morning or mid-afternoon "energy breaks" in the form of a sugar-sweetened beverage, or a cookie, or a piece of candy. These have been called "Scientific Nibbles."

The reason is simply that sugar supplies Nature's "top priority" calories. Ounce for ounce, no other food supplies energy so fast. (And, of course, calories consumed as energy can never be deposited as fat.)

Sugar can help you live with your diet in other important ways, too. It helps keep your appetite satisfied on less food. And it makes what you do eat more enjoyable.

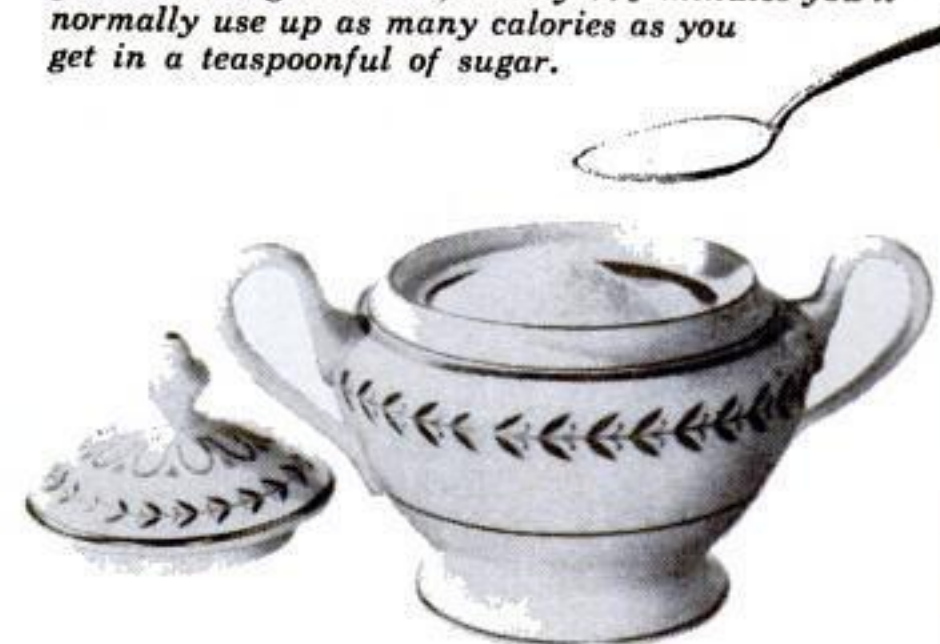
The newer knowledge of nutrition now says there isn't a basic dieting reason in the world why any normal, healthy person should have to use artificial, imitation sweeteners (with

no energy value) instead of the natural sweetener, sugar.

These are the facts. In their light, why would anyone with a choice to make—particularly anyone on a reducing diet—short-change himself on the sugar which supplies the vigor and quick energy his body needs?

18 CALORIES!

Surprise you that there are only 18 calories in a level teaspoonful of sugar? (Some people we asked guessed as high as 600.) Every 7½ minutes you'll normally use up as many calories as you get in a teaspoonful of sugar.



SUGAR INFORMATION, INC.

New York, 5, New York

All statements in this message apply to both beet and cane sugar.

926 LINT REMOVERS!



Maytag's "Lint Remover Tub" swirls lint, dirt and sand out 926 holes never to return...no lint pans to remove... no lint traps to empty ever!

No lint problems! Because—(1) Maytag's gentle wash action, proved in nearly 10,000,000 Maytags, creates less lint to begin with. And (2) the lint that *does* form is automatically separated from clothes through 926 holes in the Maytag "Lint Remover Tub"... and is flushed away forever by Maytag's exclusive Swirl-away Rinse.

Cleans clothes automatically! No need for pans, trays or traps! The new MAYTAG *All-Fabric* Automatic cleans clothes without resort to mechanical gadgets. This means simpler operation, the mark of a well-designed washer. See this new Maytag—see a demonstration of the most complete automatic ever built—the Maytag.

New Maytag COLD WATER WASH delights "Good Housekeeping" editors

"Even kinder to wool, cashmere, 'Orlon' and the like than tenderest hand squeezing," says magazine



PLUS THESE OTHER MAYTAG FEATURES

2 SPEEDS...to wash delicates safely, almost wrinkle-free, push Maytag's "Modern Fabrics" button. Wash and spin speeds are slowed by one third. Push "Regular Fabrics" button for all regular wash loads.

WATER SAVER... automatically saves up to 9 gallons hot water per small load, 2500 gallons of water a year.



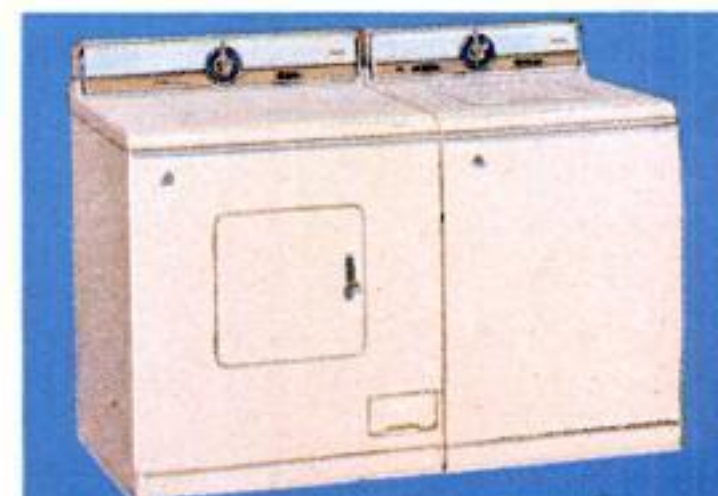
Once twin cashmeres! Left, hand-laundered 12 times: slightly faded, matted, shrunk. Right, cold-water washed in a Maytag 12 times: color, size, softness just like new. The Maytag Company, Newton, Iowa

SEE THE AUTOMATIC THAT HAS EVERYTHING:

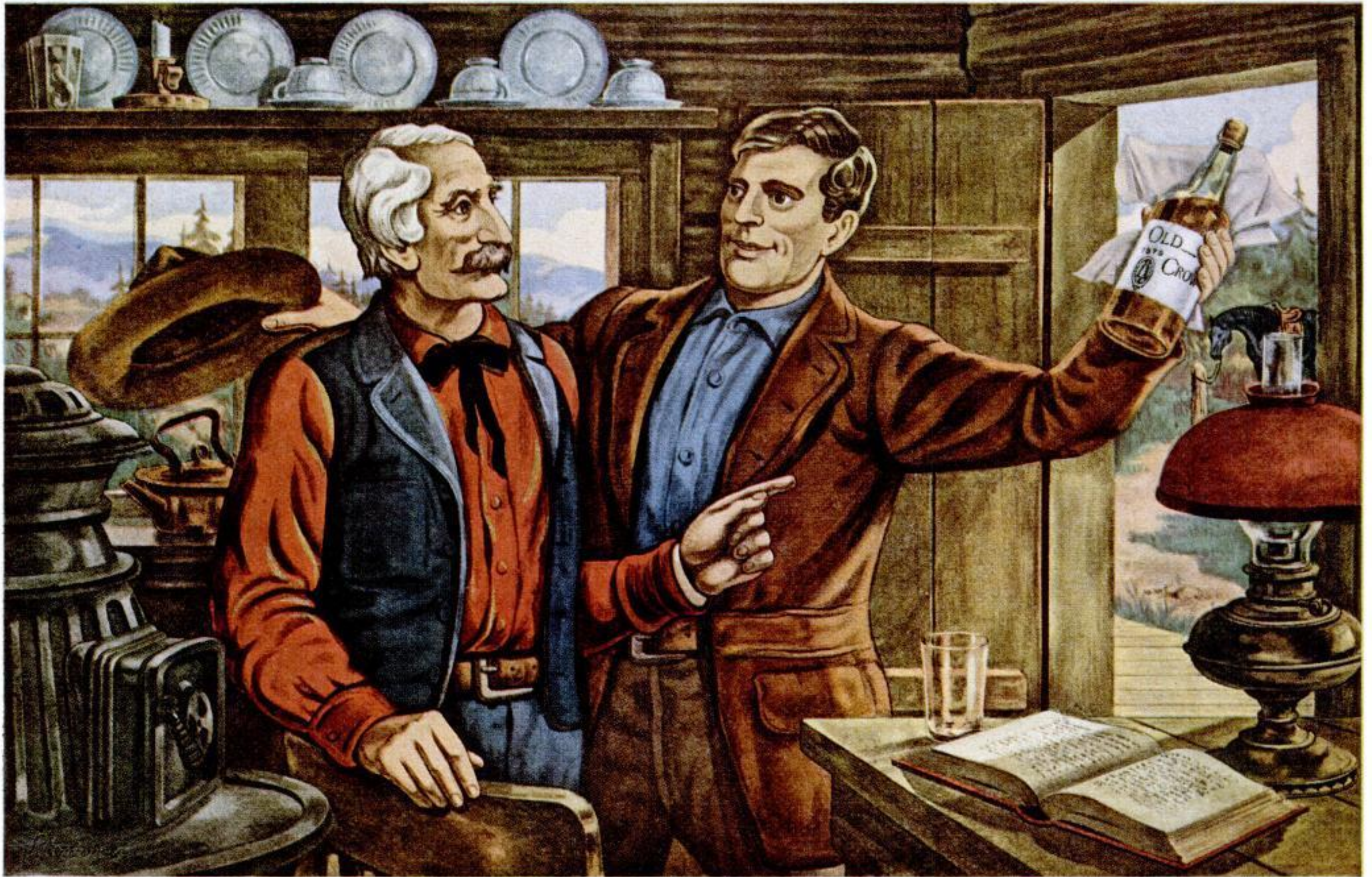
MAYTAG

All-Fabric **AUTOMATIC WASHER**

3 Water Temperatures . . . 2 Speeds . . .
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Robert Cronley

NOTED CINCINNATI DECORATOR

... creates a color plan of gay yellow and gold to give this living room a bright, sunny look

Robert J. Cronley, A.I.D., is vice-president of the A. B. Closson, Jr., Company of Cincinnati, Ohio. He makes use of an interesting one-color scheme to bring warm sunshine into this living room in the home of architect Herman T. Shapiro. Northerly exposure gives it no direct sunlight. Walls are painted in bright Banana hue of Rubberized WALLHIDE.



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Also ask your Pittsburgh Paint dealer for a free copy of the attractively illustrated booklet, "Living In Color". It contains scores of modern decorating ideas, new color schemes for your home, inside and out. Also many practical painting hints.

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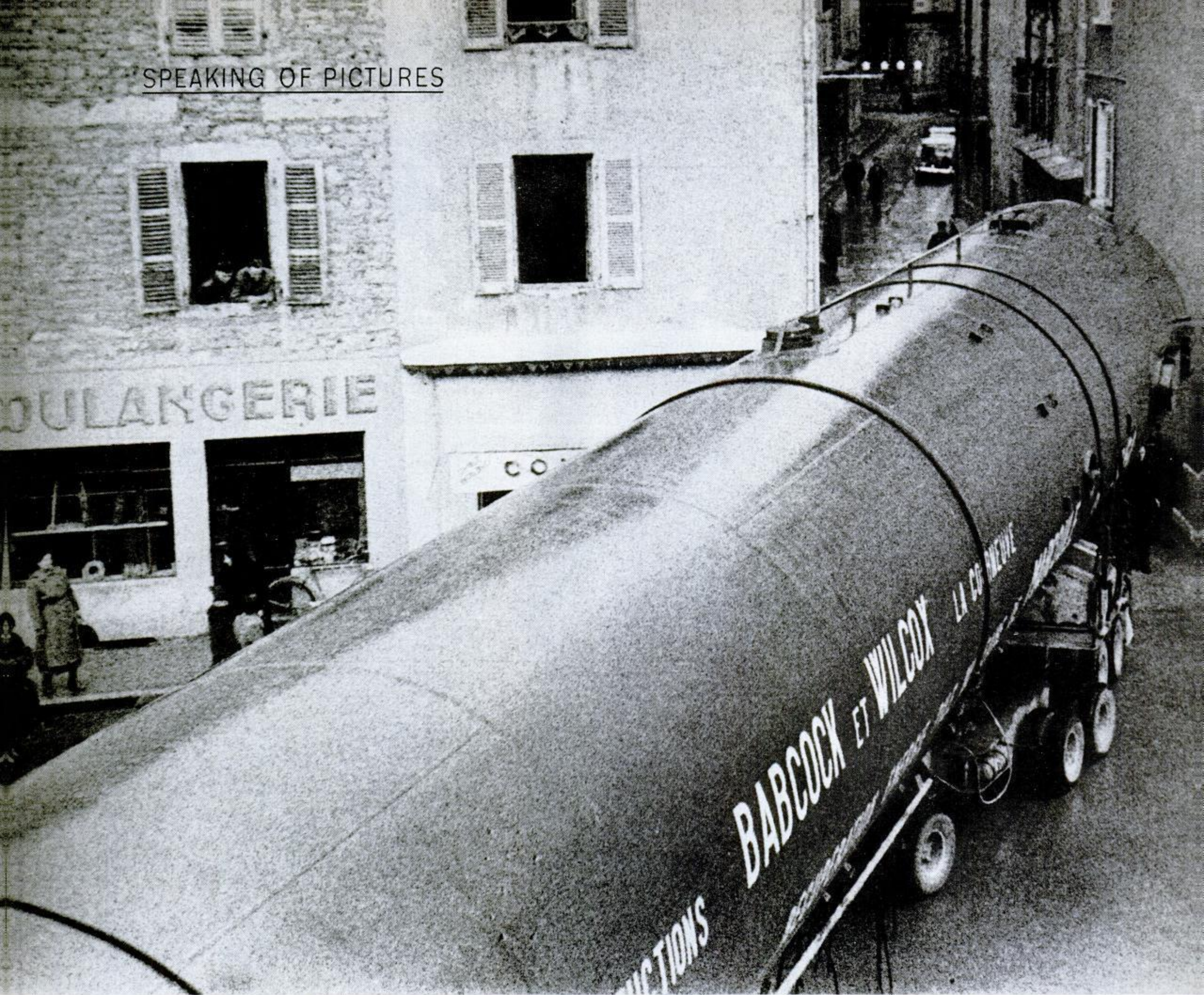
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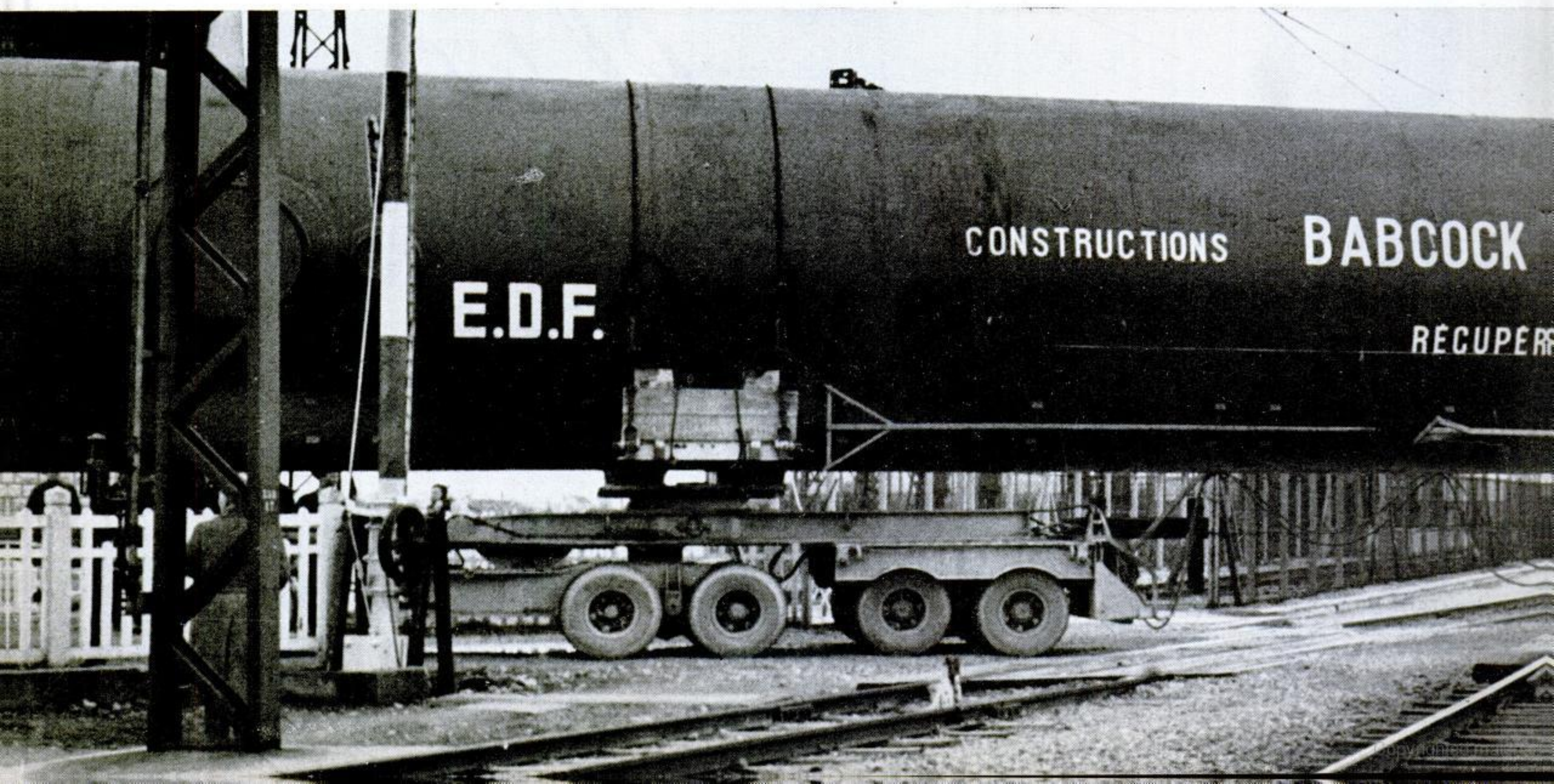
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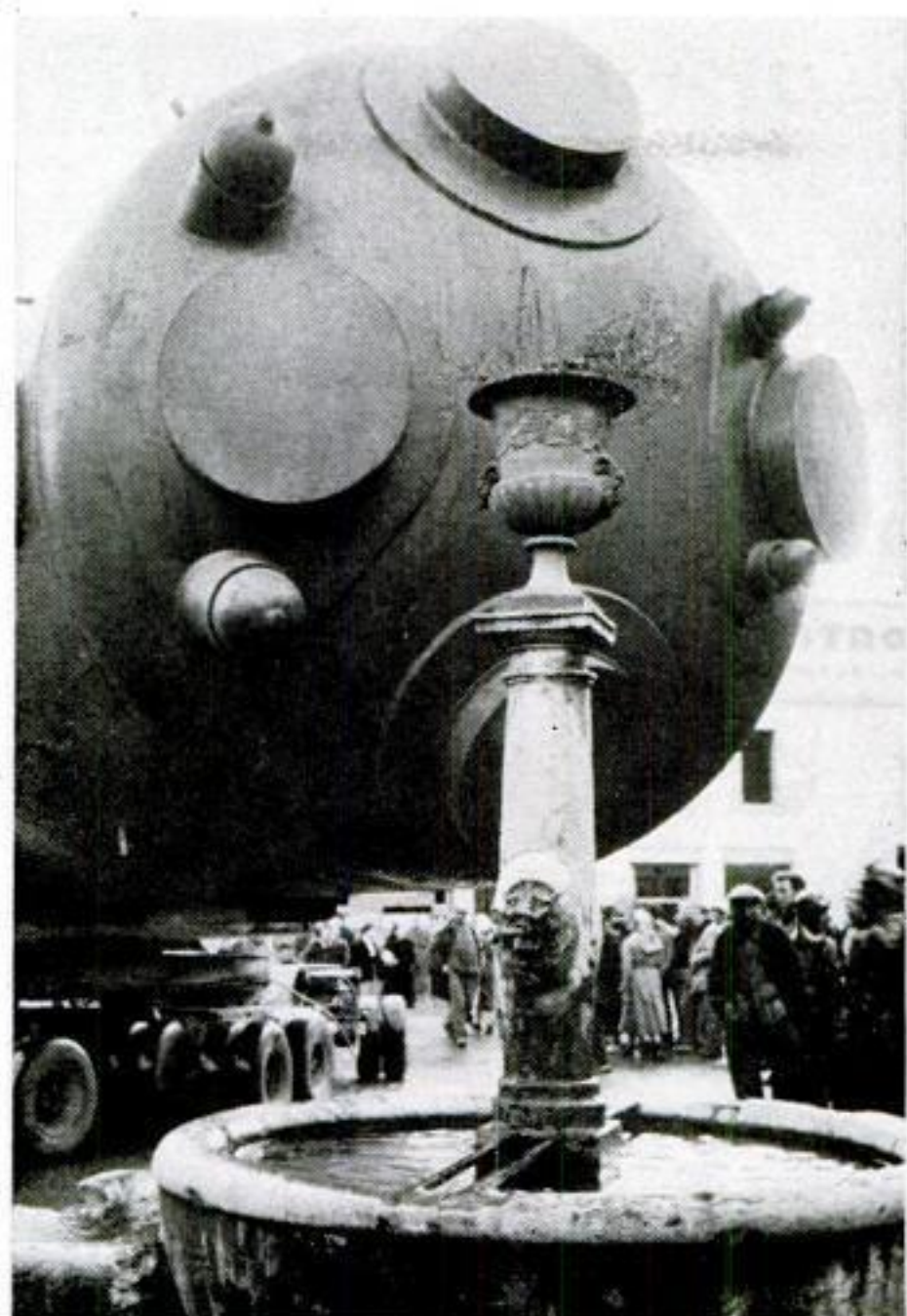


TIGHTEST SQUEEZE (*below*) of the trip was at the railroad crossing at Meursault. The crossing was

only four inches wider than the exchanger and a slip would have tied up the main line to Paris.

TOUGHEST TURN was at Lagnieu where the exchanger had to turn around in the tiny village





SWINGING AROUND IN LAGNIEU SQUARE, EXCHANGER RAMS FOUNTAIN'S COLUMN AND TOPPLES IT

A LONG TUBE'S TREK

Atomic age gives French some staggering sights

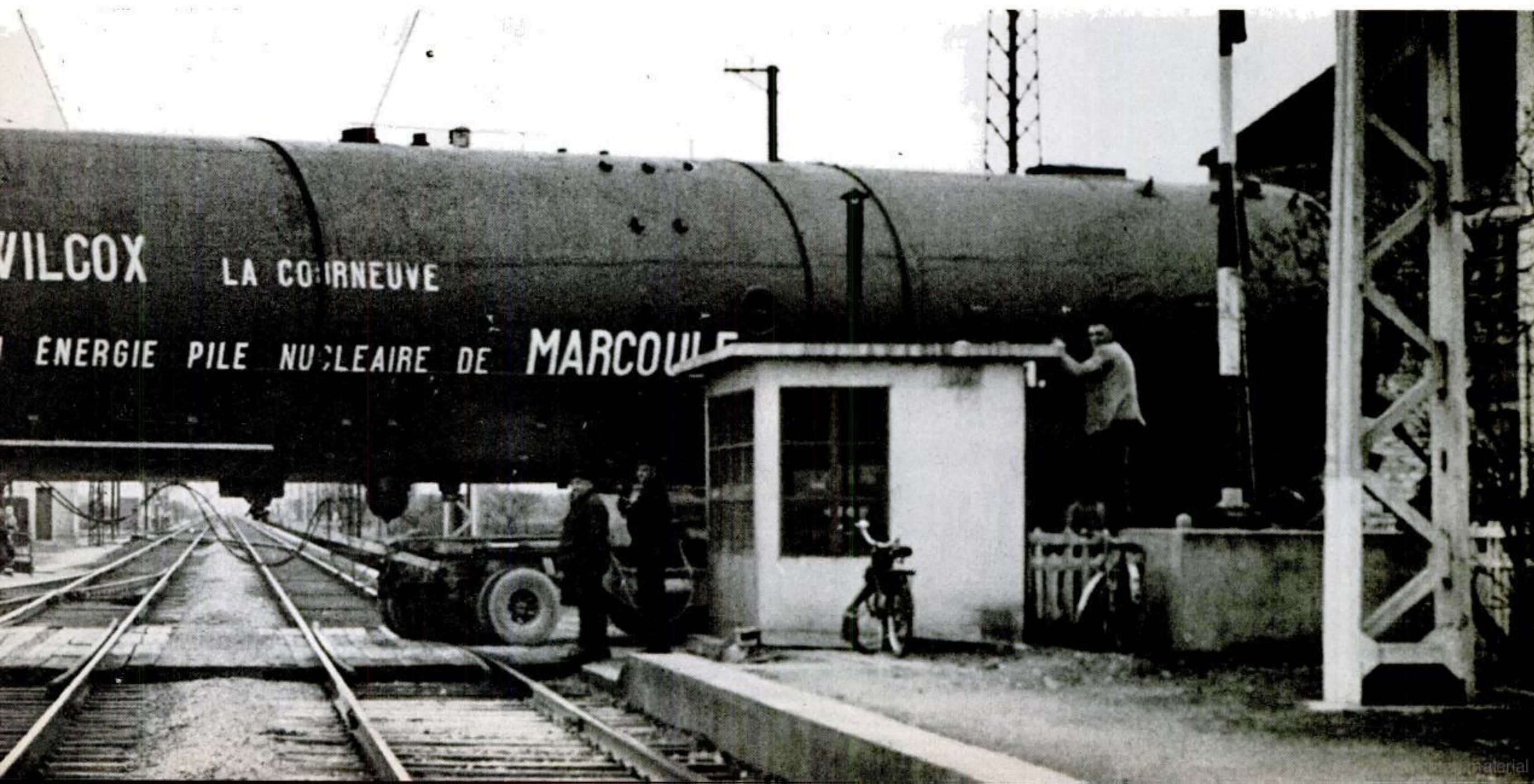
All along a 690-mile route from Paris to the south of France crowds of Frenchmen gathered to gape at a strange sight of the atomic age, a huge metal cylinder rolling along on a hundred wheels. The giant tube, 104 feet long, 11 feet in diameter and weighing 121 tons, had to snake along twisting country roads, maneuver around village squares, squeeze through medieval streets. A heat exchanger for an atomic power plant, it was being taken from a factory near Paris to Marcoule, a village 70 miles northwest of Marseilles, the site of the plant.

The engineers had planned the route for 18

months. They strengthened bridges, knocked down walls, widened a grade crossing and built 1,000 feet of new road. Despite this, the trip had its mishaps: the exchanger snagged a cable, short-circuiting the transportation system at Dijon, it was snowbound at Les Abrets, and it demolished an old fountain at Lagnieu (above).

After three weeks it arrived safely at its destination. But for the fortunate Frenchmen along the route the entertainment is far from over. A second heat exchanger has already followed the first, and six more will make the hazardous journey before the atomic project is complete.

square. It backed past fountain (lower right), down a side street, then came out (see pictures top right).



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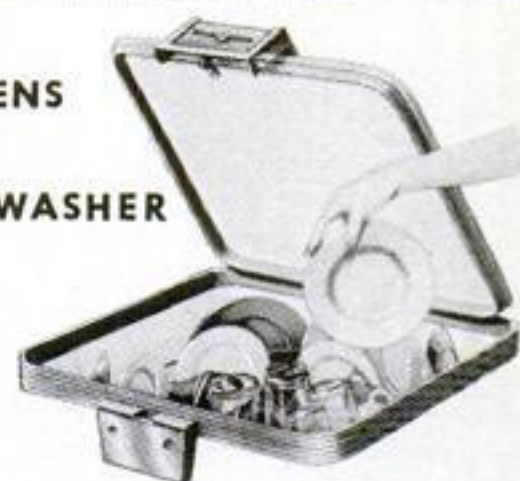
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Really modern convenience! Now you can add the dish you've overlooked without resetting, without loss of hot water or detergent!



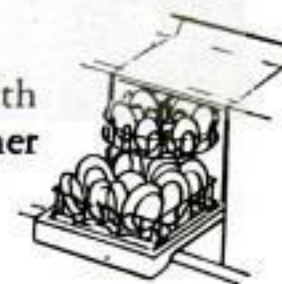
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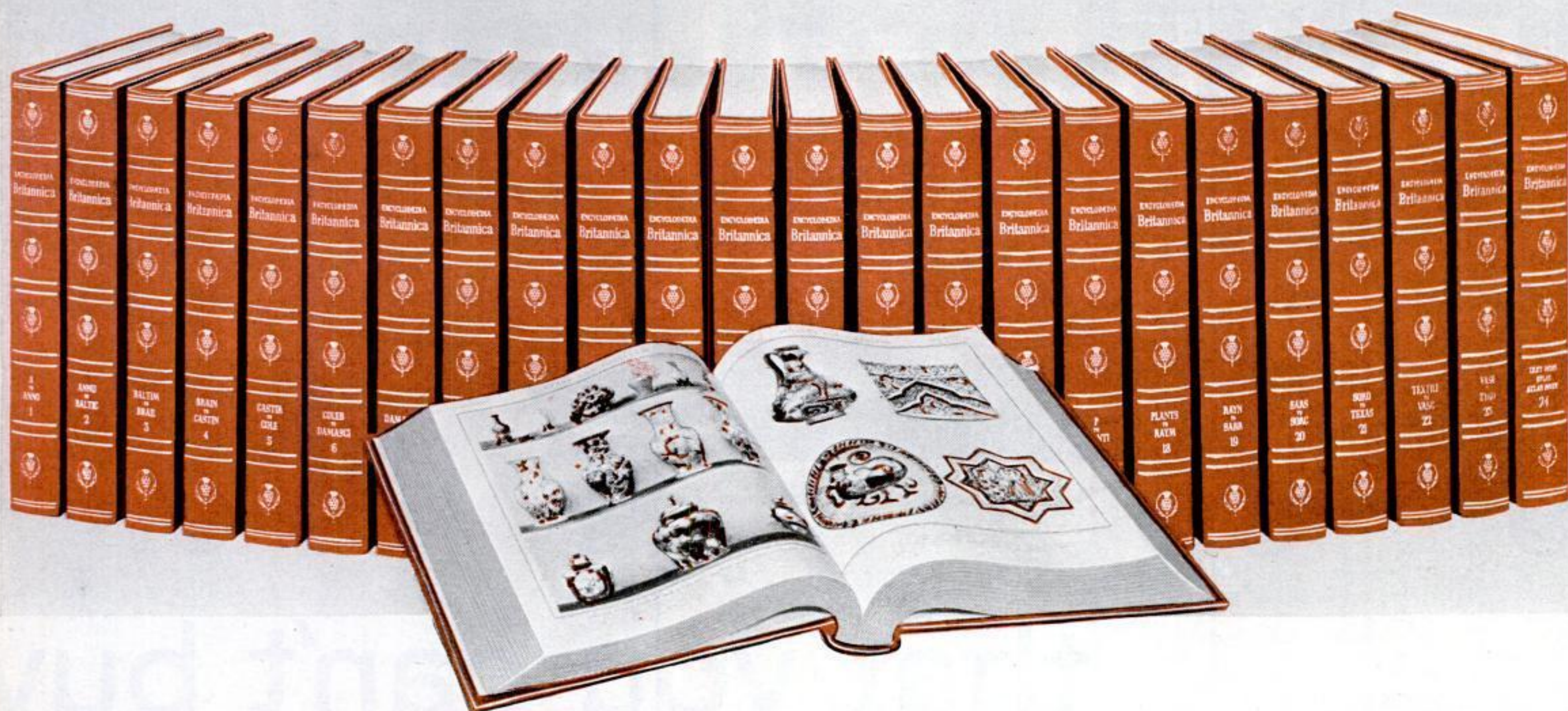
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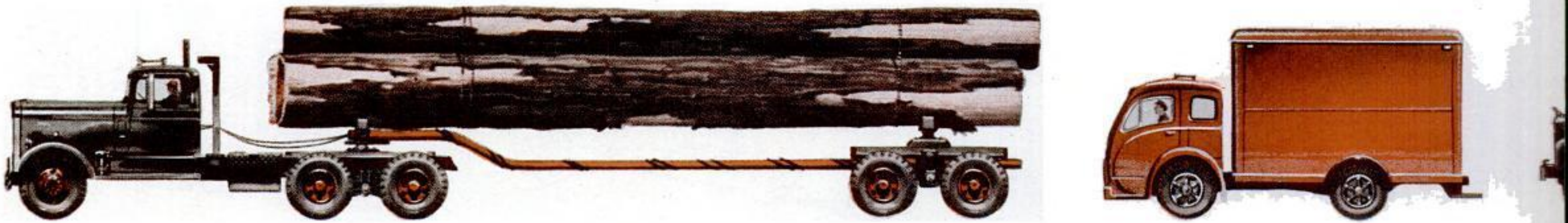
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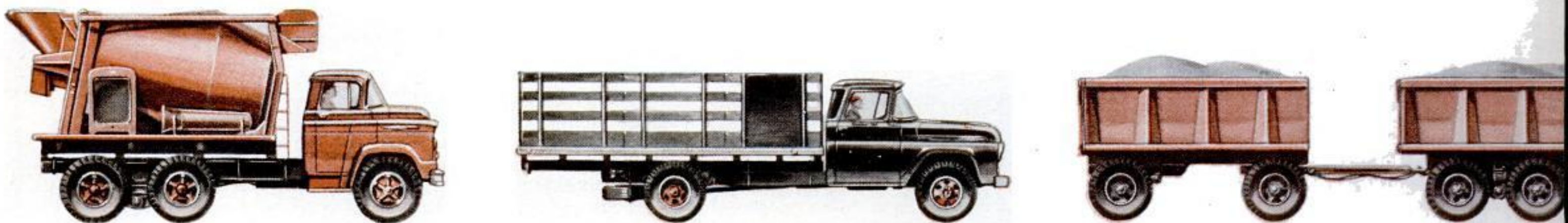
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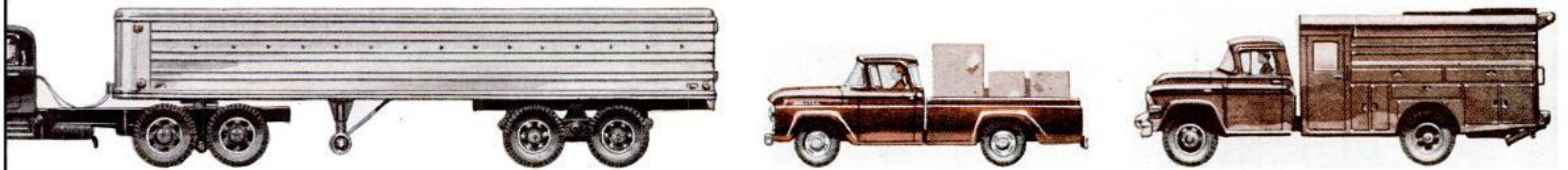


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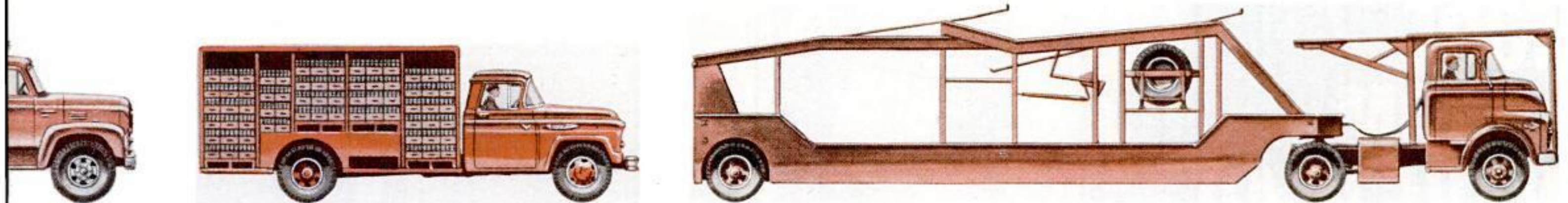
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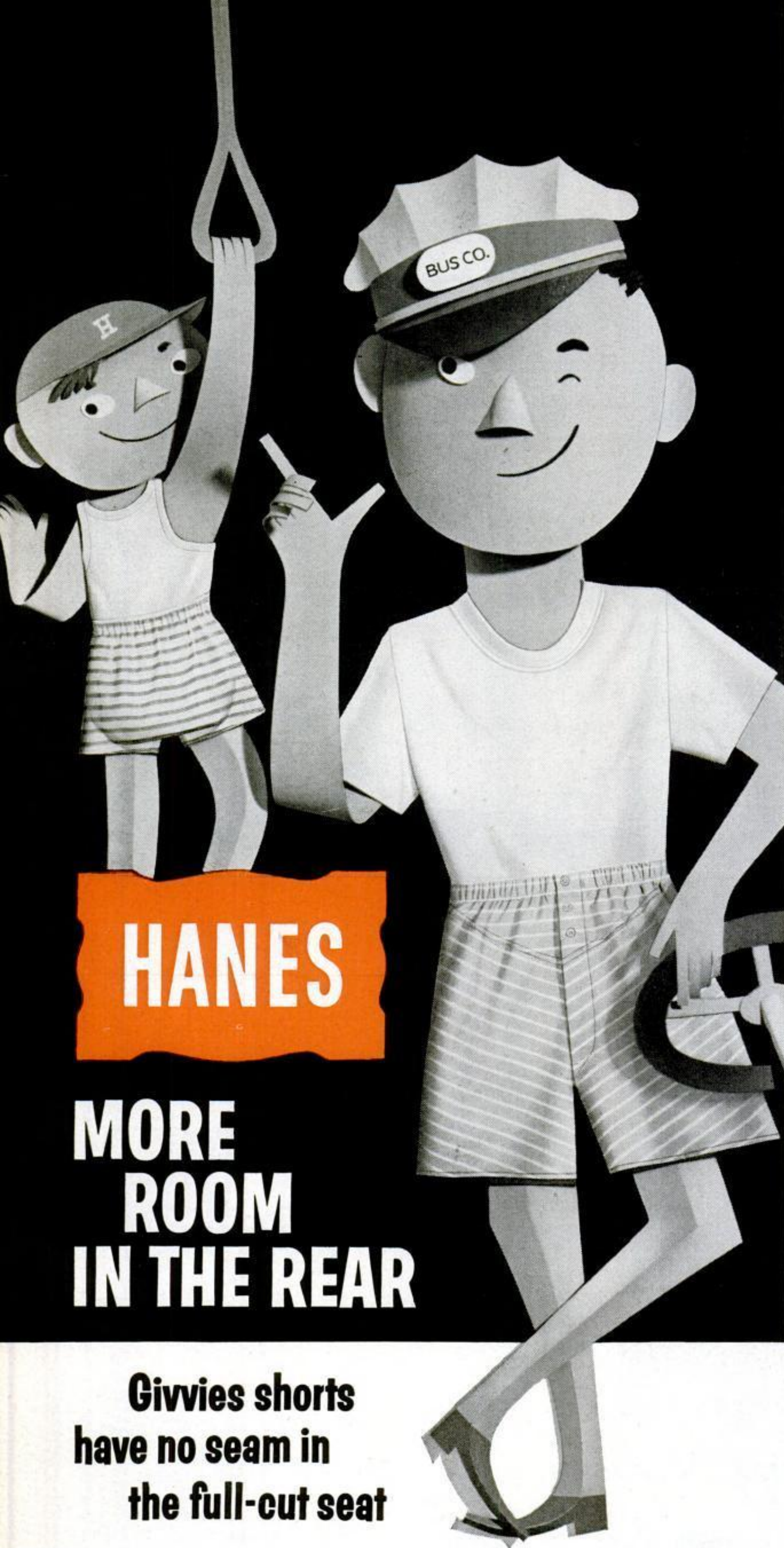
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Harris, Roy Rowan, Jane Estes, Leon Jaroff,
John McDermott, William Trombley; LOS
ANGELES: Frank McCulloch, John Jenkis-
son, Shana Alexander, James Goode, Frank
Pierson, Davis Thomas, David Zeitlin;
ATLANTA: Harry Johnston, Marshall Lums-
den, Richard Stolley; BOSTON: William
Johnson, Wilbur Jarvis; DALLAS: Willard
Rappleye Jr., Jane Scholl; DENVER: Barron
Beshoar, Bayard Hooper; DETROIT: Norman
Nicholson, Richard Anthony; SAN FRAN-
CISCO: Richard Pollard, John Porter; SEAT-
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Hamblin; ATHENS: Donald Burke; ISTAN-
BUL: Robert Neville; BEIRUT: John Mecklin;
NEW DELHI: James L. Greenfield; HONG
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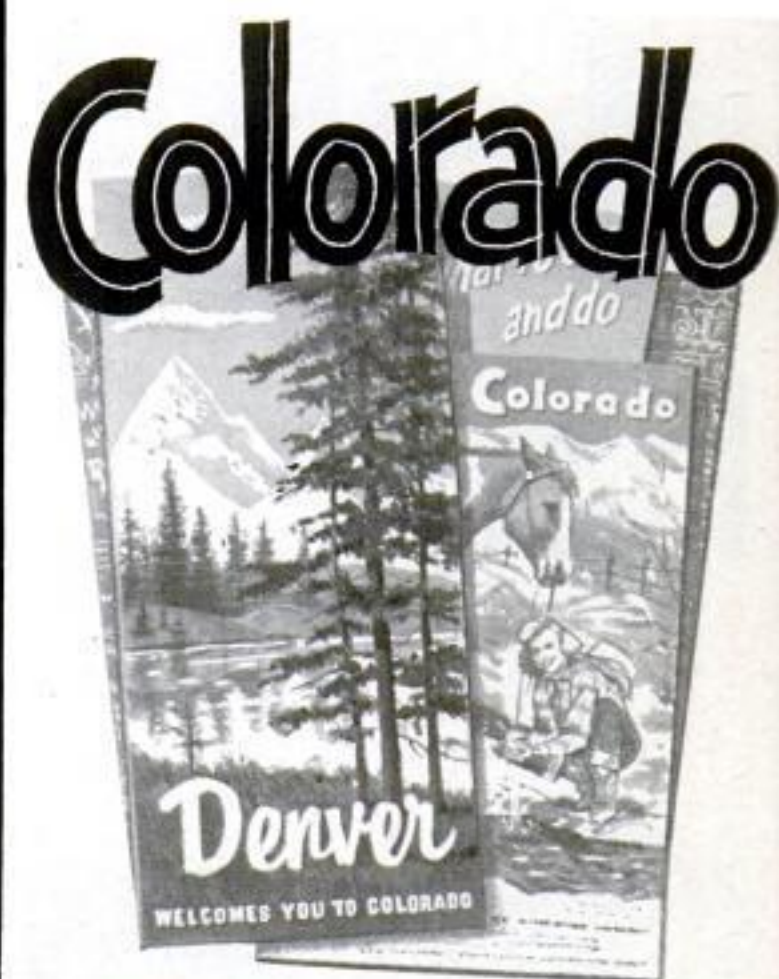
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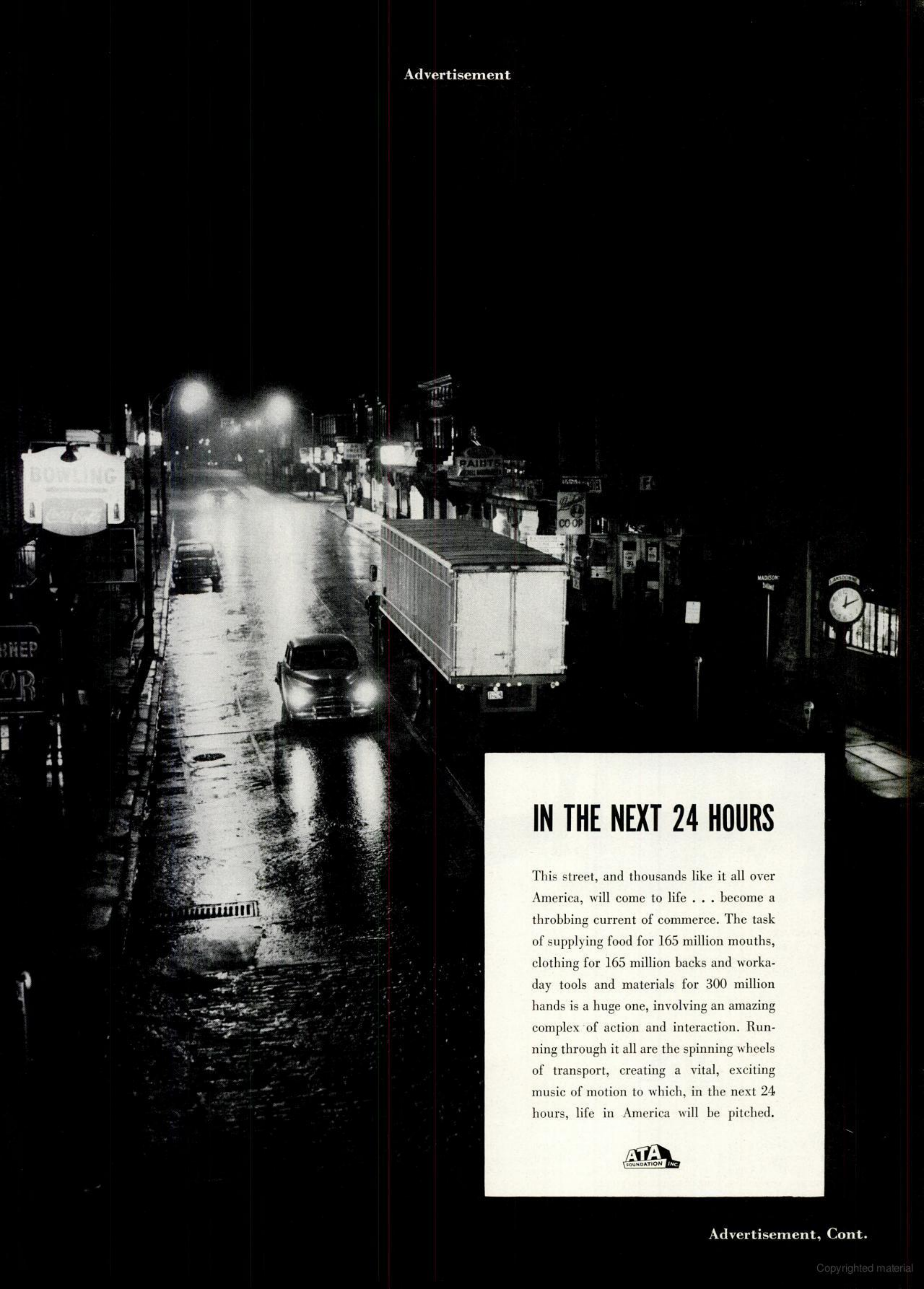


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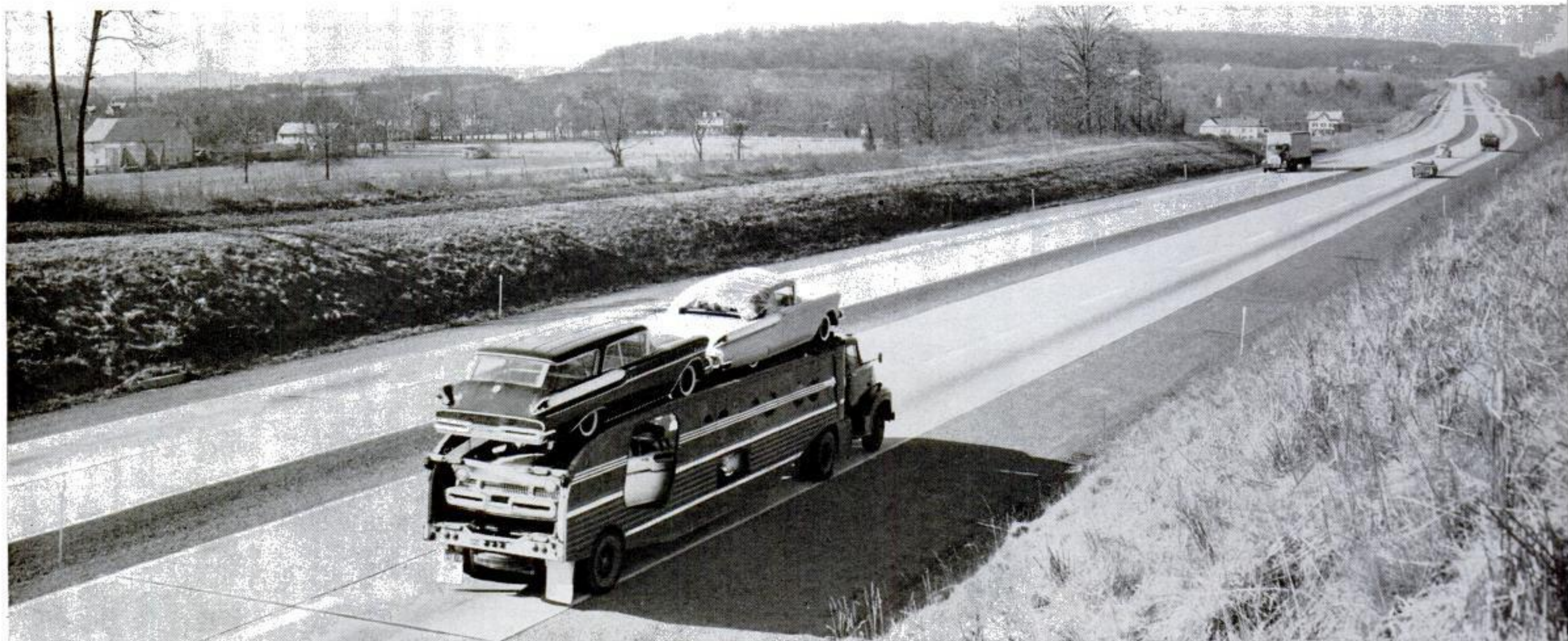
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City..... State.....



IN THE NEXT 24 HOURS

This street, and thousands like it all over America, will come to life . . . become a throbbing current of commerce. The task of supplying food for 165 million mouths, clothing for 165 million backs and workaday tools and materials for 300 million hands is a huge one, involving an amazing complex of action and interaction. Running through it all are the spinning wheels of transport, creating a vital, exciting music of motion to which, in the next 24 hours, life in America will be pitched.





YOUR NEW AUTOMOBILE is on its way to your dealer—and you—nested safely in ingenious racks on specially designed truck-trailers which now haul swiftly from factory to dealer eight out of every ten new automobiles produced in America. Like other for-hire carriers, rates, safety and equipment are all subject to thorough regulation.



THIS IS FANTASY, of course, but if the sub-assemblers sent the parts to you instead of to the auto manufacturer, your new car would arrive in pieces from all 48 states. One leading automotive producer, for example, has 55,000 suppliers. All car makers depend heavily on tightly-scheduled motor carrier service to bring in materials, parts and accessories to their assembly lines.



IN THE NEXT 24 HOURS, you will never be very far from a service station. Truck transport makes it possible for these stations to be located literally *anywhere* and *everywhere*. These familiar tank-trucks also carry an increasing variety of other liquids and semi-solids—from chemicals to syrups.

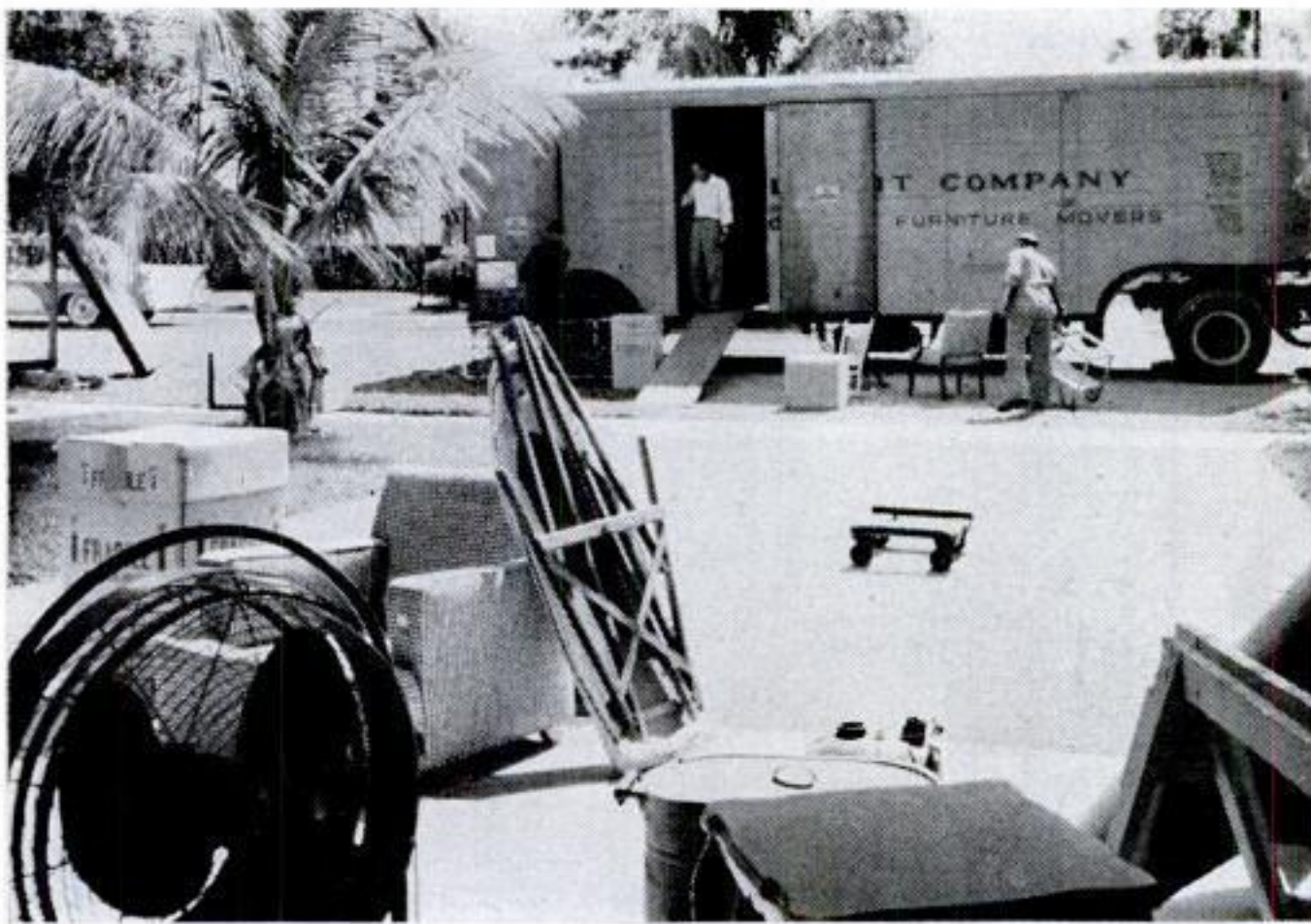
WHAT DO WE HAVE THAT ALL THE WORLD ENVIES?

Strangely enough—trucks! Big reason U.S. has the greatest transportation system in the world is that we have developed motor carrier service to a level far beyond that reached by anyone else.

Truck transport has changed our way of living. Trucks and roads penetrate every community to reach farms, mills and factories linking all phases of the U.S. economy . . . uniting cities, towns and crossroads . . . meeting the needs of business, agriculture and the home. To build these roads to everywhere, trucks contribute billions of dollars annually. So—

Go off your road map, if you like, to the one-room store on a backwoods road and you'll find a truck went ahead to put the same hair curlers, magazines, antibiotics, foods—our whole cornucopia of luxury—there, as on Main Street or Broadway. No place too small for truck line service.





WE'RE THE MOVINGEST nation in the world. According to the U.S. Census, more than 31 million Americans begin each year in one house, end it in another. Almost all of this moving is done by motor transport—the household goods movers and warehousemen last year handled the entire job for more than six million families.

FASHIONS CHANGE but the apparel industry's dependence on truck transportation is a never-ending thing. Clothing and all the accessories, and not only milady's but men's and children's, too. Fabrics leave the great textile mills, many of them hundreds of miles away, by truck one night, arrive at garment centers the next morning. That same night trucks are on their way to stores with finished apparel. Efficient service at fair rates keeps prices down.



YOU'VE NOTICED the increasing supply of choice meats and meat products at your favorite market—plus the growing array of frozen foods of all kinds. The entire frozen food industry was founded on truck transportation. Fast refrigerator service by truck has made it possible for you to enjoy almost any delicacy the year 'round... vegetables, sea food, citrus fruit... in or out of season.



A SWEET, cool, healthful glass of milk—what happens before you get it? From the cow it goes into scientifically designed tank-trucks which take it to the creamery where it is processed, bottled, and sent out in fleets of various types of trucks to stores, restaurants, hotels, *your home*. 100% of the milk for major U.S. markets is hauled by truck.



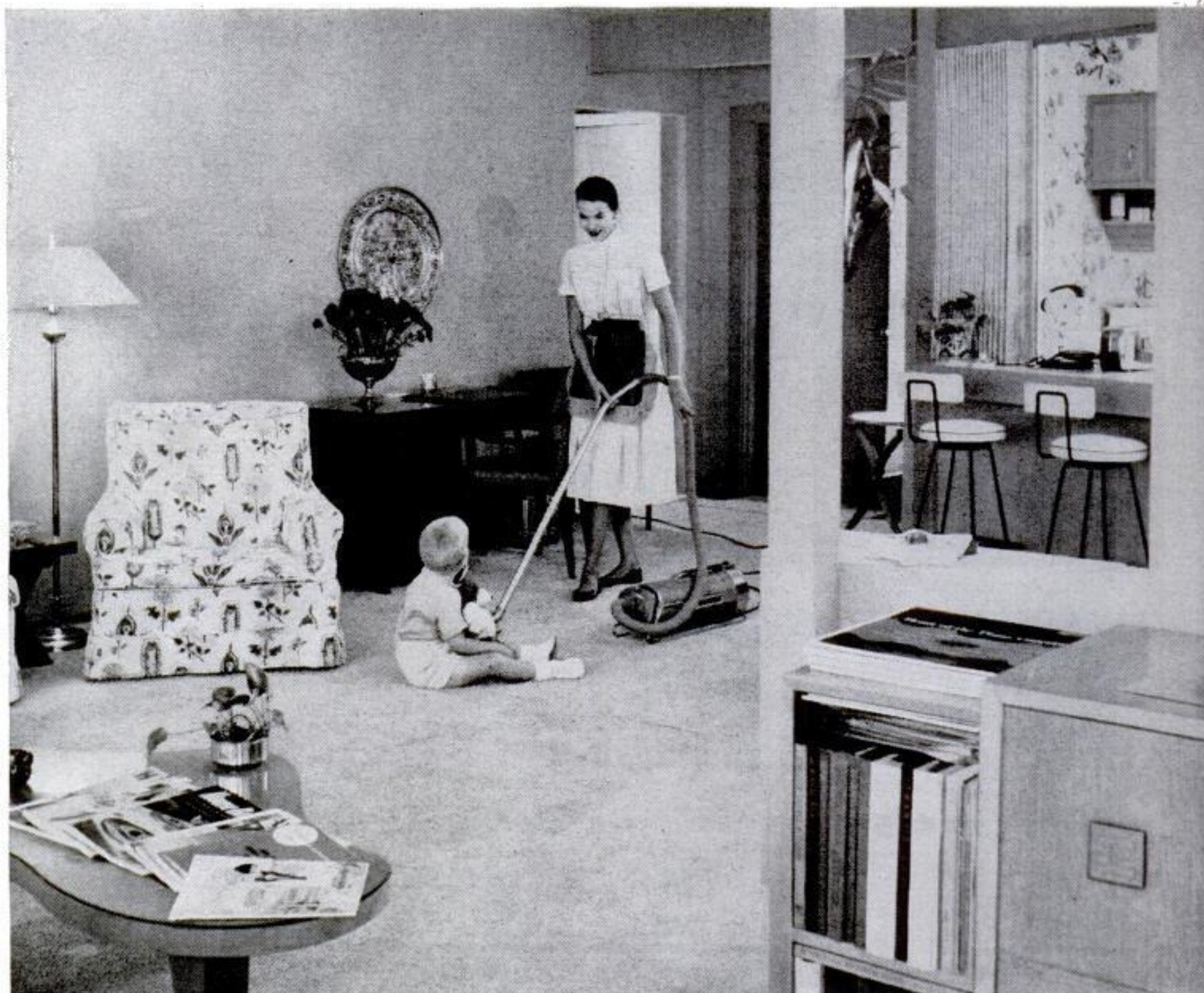
GRANDMOTHER—maybe even mother—never had a chance to shop like this. Fresh vegetables and fruits all the year 'round. Thanks to trucks, nothing is "out of season" any more.

Advertisement, Cont.

In The Next 24 Hours

... LOOK AROUND YOU

Do you see anything
that didn't come by
TRUCK?



AT HOME: Your refrigerator, washer, dryer—all these wonderful work-savers, like your food and furnishings, come to your home by truck—AND—power, light, phone and fuel companies depend on trucks to maintain their service to you.



←
ON THE STREET: Wherever you may go in the next 24 hours you'll see how and where trucks serve this great country of ours. You'll see all kinds of trucks at work—common carriers, contract carriers, cartagemen and private carriers. And because of these trucks, you live better.



IN THE FACTORY: BEARINGS AND RINGS, PARTS AND PACKETS, CHAIN HOIST, SKIDS, STEEL, GLASS, WIRE, TABLES AND CABLE.



AT THE STORE: There's no point in trying to list items here, because everything for sale in retail stores gets there by truck.



AT THE OFFICE: Start with the big heavy things like desks, chairs, rugs, filing cabinets, and move on down to routine supplies, if you like, but don't forget how even the telephone got there.



ON THE FARM: Cultivators, incubators, separators . . . seeds and feeds . . . fencing wires, tractor tires . . . plows and harrows, carts and barrows . . . all these and dozens more without even approaching the farm home. Every farm is on a truck line.

Advertisement, Cont.

PREPARING FOR TOMORROW

Our booming economy whose credo is more goods for more of our people rests squarely on efficient transportation. This we have. But most important of all, our far-flung truck transport system, whose very essence is flexibility, is ideally suited to an expanding America—perfectly adapted to meet the changing shape of the face of the nation. Truck transport is a major economic factor on its own, too, providing one pay check out of every ten drawn in the United States.

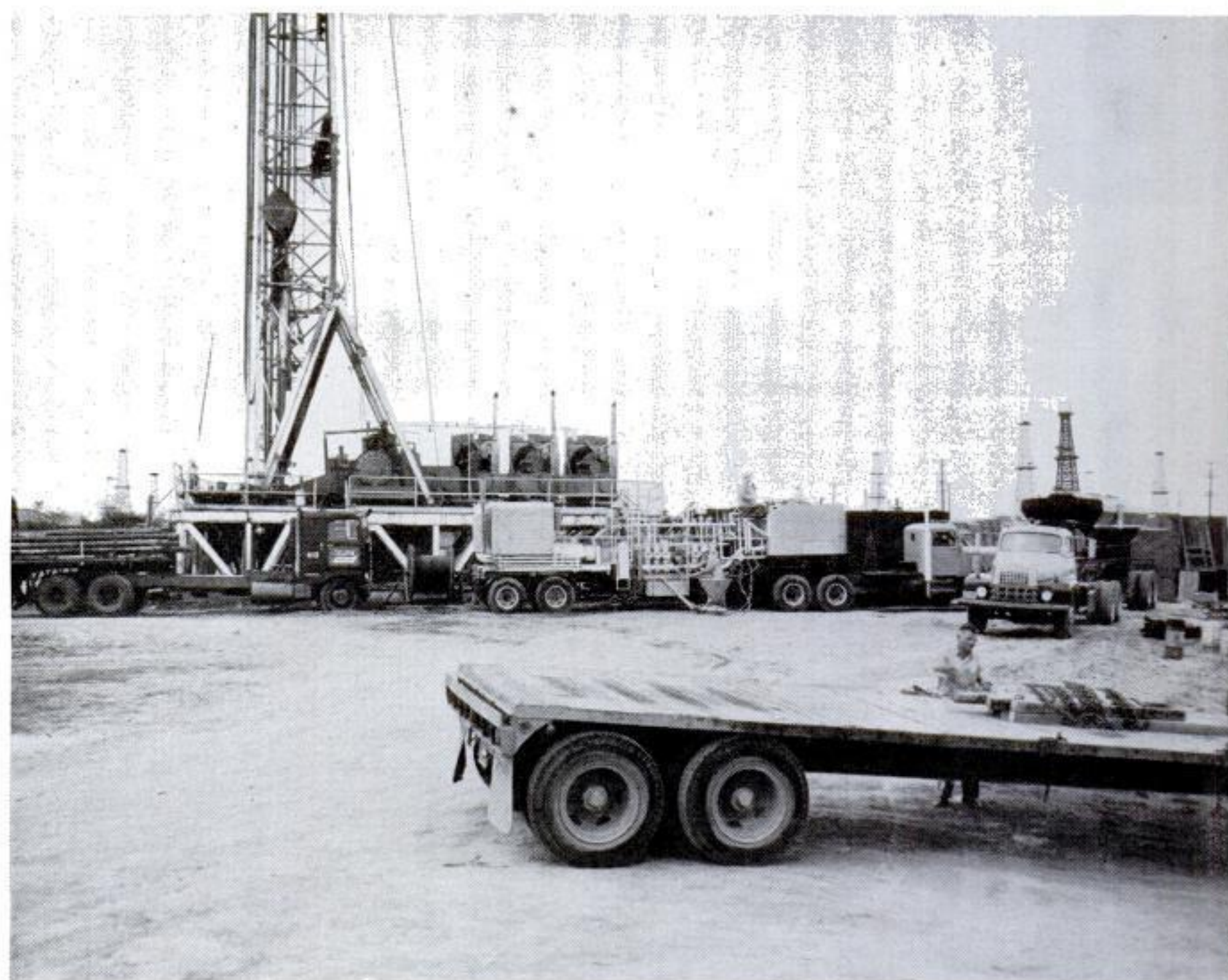


AN INCREASING SHARE of America's expanding output of metals—ingots, bars, sheets, tubes, strips, wire and cable—moves from production source to user by truck. Later, trucks emerge from factory gates with finished products of all kinds to serve growing consumer markets everywhere.

← **UNTIL LAST SUMMER** when the new federal highway program was launched, this nation faced a slow-down in peace and grave danger in war because of obsolete roads. It will still be a big problem to keep roadways geared to motor vehicle use. Not only are trucks indispensable to the building of highways, trucks also pay a whopping share of their cost. About 40% of the cost of building the great new federal system, for example, will be paid for by truck taxes.



IN ANY 24 HOURS, foundations are laid for new homes, new factories, new stores, new offices. Every construction job—from cottage to cathedral—requires the services of a wide variety of trucks.



← **BEHIND AMERICA'S** Civilian Defense Plane Spotters are millions of trucks, already cooperating with CD organized defense activities, which are prepared to perform the staggering task of personnel and material movement—an emergency service already proven under fire in peace-time disasters.

↑ **GASOLINE** for your car starts in an oil field like this (so does fuel oil for your home or place of business) and the petroleum industry's dependence on truck transport starts here, too.



AUTOMOTIVE AGE GUARANTEES YOU FREEDOM OF MOVEMENT



YOU CAN LIVE WHEREVER YOU LIKE

In the next 24 hours you may decide to move . . . from an apartment in town to a home in the suburbs . . . or from the farm to an apartment in town . . . or out into the country. Today, in the automotive age, with trucks, buses and passenger cars to serve your every need, you can live *anywhere*—just so there's a road past your door.



YOU CAN SHOP ANYWHERE

Shopping centers served entirely by trucks, fanning outward from central supply depots to your own neighborhood, now tempt you with the finest of everything in easy driving radius of your own front door.



PLANTS, MILLS AND FACTORIES CAN LOCATE ANYWHERE

When transportation experts say truck service is "flexible" they mean trucks can go anywhere. Already major servants of metropolitan mills and factories, trucks are ideally suited to serving future demands as industry decentralizes.



A BUSY, BUSTLING TRUCK TERMINAL like this can be seen most anywhere. Why? Because truck transport is the most widespread of all transportation systems. Here are concentrated the raw materials, parts, supplies, and finished products for industry, commerce, and agriculture. Here modern trucks and truck-trailers are safety-checked before setting out to serve you. Here is the symbol of American production and consumption—everything you will eat, wear, or use in the next 24 hours . . . and the next . . . and the next.



**American Trucking Industry
The ATA Foundation, Inc.
Washington 6, D.C.**

Reprints of this educational feature are available without cost. Write to ATA Foundation, Washington 6, D.C.

LETTERS TO THE EDITORS

ARTHRITIS 'EXPERT' UNDER FIRE

Sirs:

It is understandable to take a man to task for doing a job which medicine is already doing ("An Arthritis 'Expert' Under Fire over Best-selling Book," LIFE, March 25). But when a man is doing a job which doctors are not doing, they should be overjoyed instead of annoyed.

Let's not put fences around healing.

D. K. MULLINS

Toronto, Ontario

Sirs:

Mrs. Jacoby had been told that she had arthritis of the spine and that it would get worse. The doctors charged her for this advice but did nothing to cure her. They did not know how.

I met Alexander in Memphis. We were both lecturing at the same store. We exchanged books, mine on bridge for his on arthritis. I realized that there was no advice in the book that could harm Mrs. Jacoby.

Mrs. Jacoby started the cod liver oil, etc. In three weeks she was completely well and four years later has had no recurrence. Maybe a lucky coincidence but Mrs. Jacoby is well and that satisfies me.

OSWALD JACOBY

Dallas, Texas

Sirs:

I followed Alexander's book in detail for six weeks. After I failed to notice any improvement I gave it up. I just take aspirin.

E. ARTHUR ROBERTSON

Glencoe, Ill.

THE MISUSES OF MONEY: A MORAL

Sirs:

Congratulations on your ability to transmute my thoughts regarding the television quiz shows into words ("The Misuses of Money: a Moral," LIFE, March 25). I find such shows poor substitutes for entertainment and/or enlightenment.

SAMUEL MIRZA

Chicago, Ill.

Sirs:

Easy money may be an unhealthy example to our young people, but esteem (and reward) for scholarship is not. In this age of "anti-intellectualism," it is heartening that a Charles Van Doren can become a hero.

ELAINE W. COTLOVE, M.D.

Kensington, Md.

PENSIONS FOR PRESIDENTS: A PLEA

Sirs:

Congratulations on your excellent editorial on pensions for ex-Presidents ("Pensions for Presidents: a Plea," LIFE, March 25).

Such editorials provide a fine service for readers.

FLORENCE ELEANOR PARKER

Glen Rock, N.J.

Sirs:

The Korea mess, the cost of Truman's Achesonian blunders, the board and room expense of housing Truman pals in our penitentiaries are all paid for with tax dollars.

And now you endorse a \$25,000 yearly pension for Harry.

J. M. COLE

Dallas, Texas

BASEBALL TRAINING CAMPS

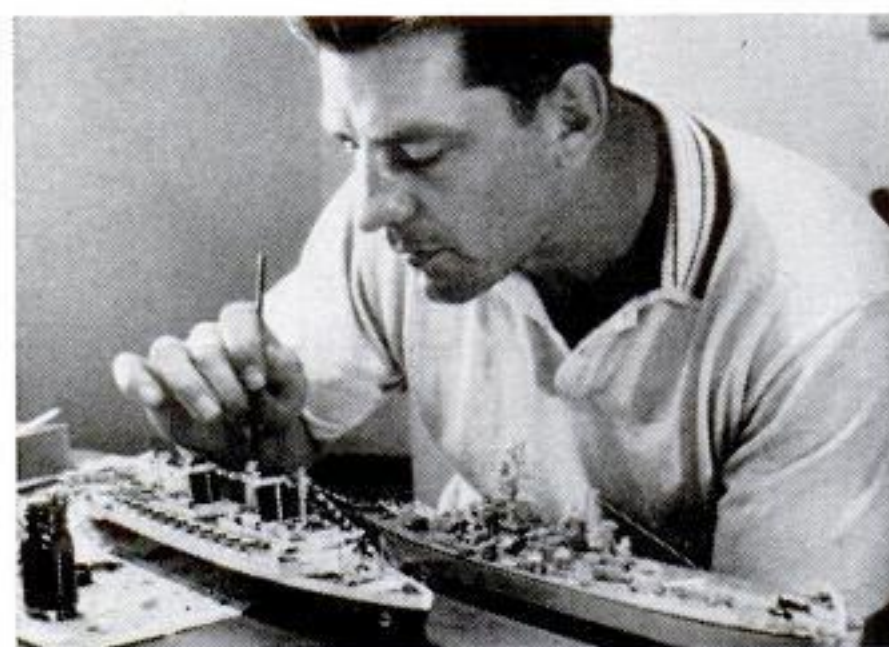
Sirs:

In your spring training story I notice a model boat builder, name of Kluszewski, who made himself a battleship ("Baseball Training Camps with Country Club Air," LIFE, March 25). Nice piece of work. As a model boat builder myself, I wonder if Ted has any others around the house we might have a look at. What else has he built?

R. D. HOLCOMBE

Ridgewood, N.J.

● He has just finished a 15-inch-long scale model of the liner *United States* (below). He has also built a 35x15-foot swimming pool, a 22x18-foot rumpus room, a raised patio, a stone wall.—ED.



KLUSZEWSKI ADDS TO FLEET

A LOOK AT THE WORLD'S WEEK

Sirs:

What on earth are all those rubber stamps used for on the court clerk's desk? It was the picture of those boys all charged with one murder ("A Murder Charge En Masse," LIFE, March 25). Being in the rubber stamp business, I've never seen so many in one place before—except in our shop. Curiosity is killing me.

GREG HARTJES

Appleton, Wis.

● The 61 stamps include: "Plaintiff takes non suit; APPEARANCE FILED; Capias returned executed and filed; Malicious Mischief; DOCKETED; DEFENDANT DEMANDS TRIAL BY JURY; Individual Recognizance; Warrant ordered; Assault and Battery; Assault with Deadly Weapon; Warrant issued; Defendant Arraigned plea not guilty; Defendant waives jury trial; Defendant sentenced to County Jail for a term of —; Trial by Court. Finding defendant guilty in manner and form as charged in the information herein; Judgment and Costs Suspended; Defendant sentenced to House of Correction for term of —; Unlawfully obtaining money or goods by means of false pretenses with intent to cheat and defraud."—ED.

PRINCESS GROWING UP

Sirs:

Congratulations on your wonderful cover and pictures of Princess Caroline ("Princess Growing Up," LIFE, March 25). With all the strife and turmoil in the world it is a real pleasure to look at lovely baby pictures.

JANE STENLOW

Fargo, N.D.

Sirs:

Someday I hope to be able to pick up a magazine which does not contain an article about Grace Kelly and family. Never has anything of such little interest been so extremely overdone.

MRS. FRED W. SCHNELL

New Orleans, La.

BRITAIN BIDS GOODBY TO PAST

Sirs:

"Macmillan's Britain Bids Goodby to Past," (LIFE, March 25) is typical of your usual political mash.

After years of successful diplomacy how it must gall the British to have to bow to our policies, based essentially on naive, unimplemented moralisms and the few concrete decisions Mr. Dulles makes, which are invariably wrong. Never in history have 168 million people been so poorly represented to the world.

HENRY GORDON

Cambridge, Mass.

Sirs:

Just how long will we have to support these people who are anti-American in every respect except in the reception of American dollars?

B. S. HOWARD

Lebanon, Tenn.

CLOSE-UP

Sirs:

My thanks for the sensitive and beautiful story on Joyce Cary ("A Valedictory of a Great Writer," LIFE, March 25). The beauty of the man's spirit shines through his face.

MARGARET GREAVES

Madison, Conn.

● On March 29 Joyce Cary died.—ED

THE STRANGEST BIRDS IN THE WORLD

Sirs:

Thank you so much for the beautiful paintings by Joseph Sibal ("The Strangest Birds in the World," LIFE, March 25). I have never seen a magazine painting to compare with them.

GUY SIMMONS

Moscow, Tenn.

AIN'T NOTHIN' BUT A HAIRDO

Sirs:

"Ain't Nothin' But a Hairdo" (LIFE, March 25) touches dangerously close to the problem that now faces all America. The youth of America are losing their individuality.

The girl on page 55 sold her individuality for the magnificent price of \$1.50. For this price she has now become a blotter imprint of 1,000 other girls. Instead of giggling with delight, she should be full of remorse.

D. W. BODDY

Pasco, Wash.

Sirs:

What boy would want to marry an Elvis Presley?

DAVID GILLIO

Chestertown, Md.

Sirs:

What will happen when Elvis enters military service and gets a crew cut?

NANCY MILLS

Lakewood, Ohio

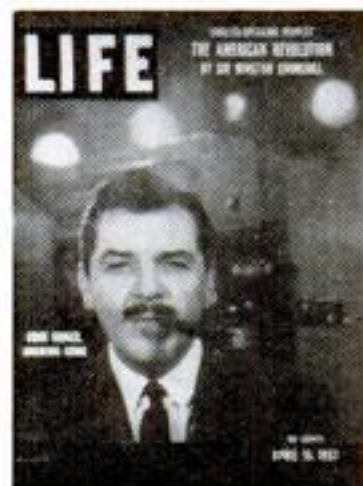
Sirs:

What if it were Yul Brynner instead of Elvis?

CLAIRE WEINER

Elkins Park, Pa.

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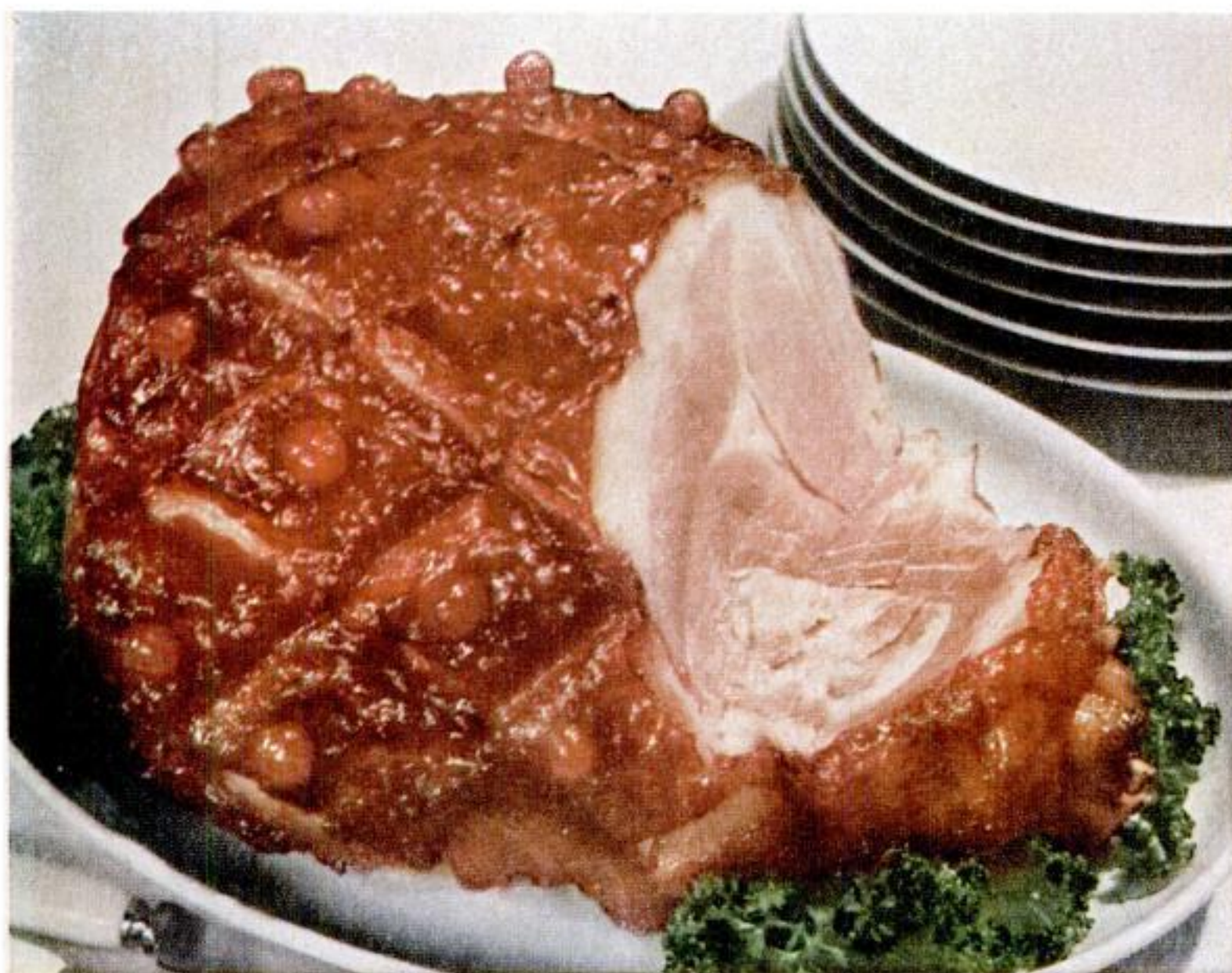
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4 Happy Easter Ideas with Cranberry Sauce



Special day—special dinner—for Dad and the children, or company coming! Discover, this Easter, how many ways you can get that “it’s-a-party” look, with Ocean Spray Cranberry Sauce. Its bright-berry flavor dramatizes ham or turkey, even sparks salads . . . Look—and try!



Cranberry Glaze for today’s mild-cured hams. Mix $\frac{1}{2}$ cup brown sugar with one can sauce — Whole or Jellied. 30 minutes before ham is done baste with this not-too-sweet glaze.



Cranberry Sauce with Turkey. Choose Jellied or Whole Berry Sauce—when it’s Ocean Spray, you *know* it’s the finest. Plan ahead, too. Get *extra* Ocean Spray for turkey sandwiches and salads.



Bunny-Face Salad. Slice a circle of Jellied Cranberry Sauce for each person. Cut “ears” from other slices, add cream-cheese “whiskers” and “face,” and a mint “bow tie.” No dressing!



Buffet Dip. Cut cold meat into bite-size cubes, spear with toothpicks, and serve with a bowl of Jellied Sauce fork-whipped for easy dipping.



NOW IN CANADA, TOO!

For a holiday flavor—any day—serve **Ocean Spray** CRANBERRY SAUCE



New **RCA WHIRLPOOL** AIR CONDITIONER cleans air electronically—takes one-third less space!

Enjoy draft-free cool air that has been "dry cleaned" to make it *purier, fresher, healthier!* The amazing Electronic Filter in this 1957 RCA WHIRLPOOL is up to *3 times more effective* than mechanical type filters used in ordinary room air conditioners!


It not only cleans more dirt from the air . . . it *electronically* filters out particles as small as 1/25,000th of an inch—dust, smoke, pollen, even air-borne bacteria. The RCA WHIRLPOOL Air Conditioner can help safeguard the comfort and health of your family all year long.

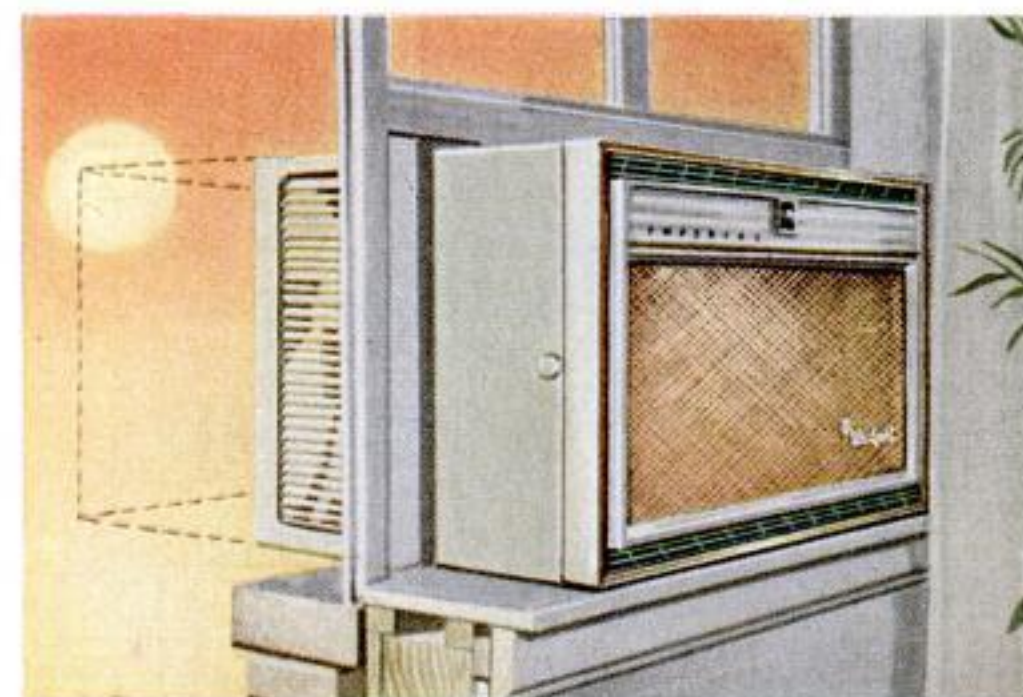
And, *no other air conditioner is more space-saving!* This RCA WHIRLPOOL measures *just 17 inches thin* . . . and fills *less* of the window opening! *Seven* optional mounting positions mean it can be installed *flush* . . .

need not protrude into the room! The beautiful styling of the 1957 RCA WHIRLPOOL fits perfectly in any room.

Before you buy, remember . . . no other room air conditioner *cools* more comfortably, *conditions* air better, is more *compact* than this RCA WHIRLPOOL with the *Electronic Filter!*



Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)



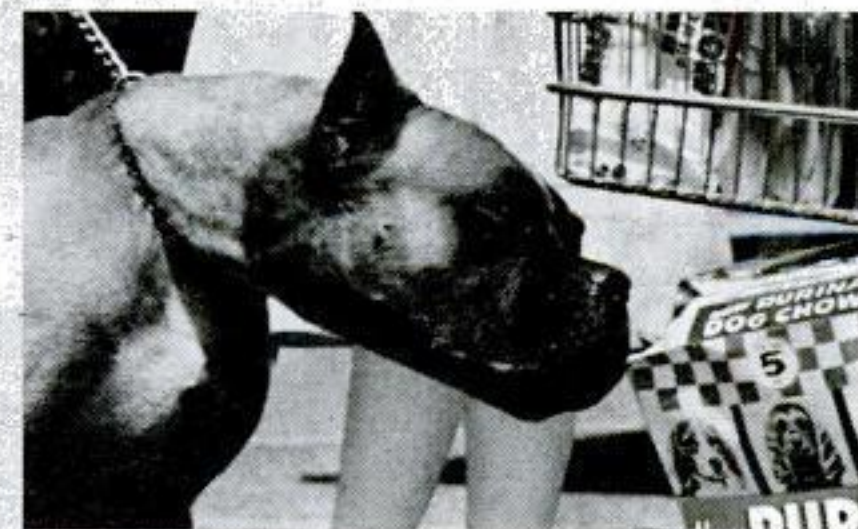
11 INCHES SLIMMER — FITS FLUSH WITH DRAPES

New dog food discovery makes dogs eager eaters

A full course dog dinner complete with real meat meal. Just moisten and serve!



NEW FORM! New Purina Dog Chow looks entirely different from any other dog food. Won't mush down in bowl—stays firm and appetizing.



NEW SMELL! Dogs love New Purina from the first sniff. Made from pure ingredients—even smells good to you. No offensive odor.

NEW NUTRITION! 43 vital nutrients dogs need—better daily nutrition than most humans get! All the flavors dogs like, too.



New Purina Dog Chow

A PRODUCT YOU CAN TRUST FROM THE WORLD'S LARGEST MAKERS OF ANIMAL FOODS



See
BIG STORY!
Friday—
9:30 P. M., EST
NBC TV



SIX MONTHS AGO, when Tom came down with tuberculosis, his friends feared that he would disappear from the world of the well to spend *years* in a hospital.

Those fears might have been justified some time ago. Now, fortunately, when cases like Tom's are discovered early, doctors can often restore good health without the long stay in a hospital, and all the attendant worries about

the problems of finances, family and future.

Tuberculosis is still a great problem when diagnosis is delayed and the disease has progressed. But experts agree that medical science has surely gained the upper hand . . . through earlier detection, improved surgery and the anti-tuberculosis drugs. These advances have reduced tuberculosis from first to sixth place among the ten leading causes of death.

Hospitals, universities and research laboratories the world over are searching constantly for more effective medicines of potential value in treating this once-deadly disease.

As a maker of medicines prescribed by physicians, Parke-Davis is proud to be among those engaged in this great, world-wide fight against tuberculosis.

Copyright 1957—Parke, Davis & Company, Detroit 32, Michigan

PARKE, DAVIS & COMPANY

MAKERS OF MEDICINES SINCE 1866

Working with your physician, your pharmacist and your hospital to make modern medical care one of the most rewarding investments of your life.

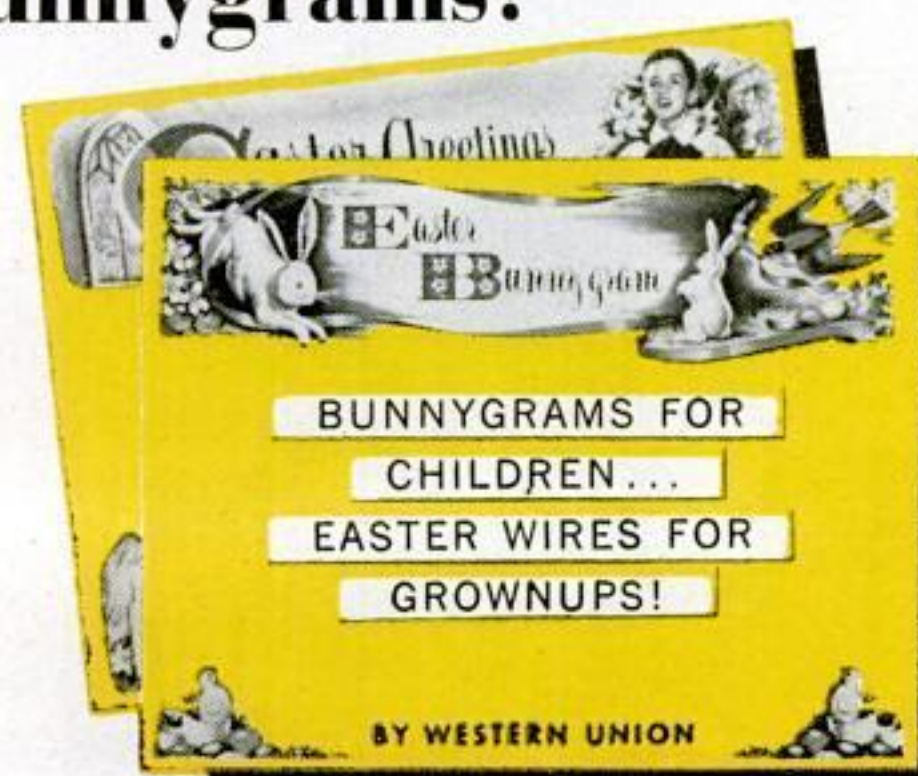


Lucille Ball, as photographed by Mead-Maddick, on the set of "I Love Lucy" (Monday Nights, CBS-TV).

"I love telegrams," says Lucy — "especially Bunnygrams!"

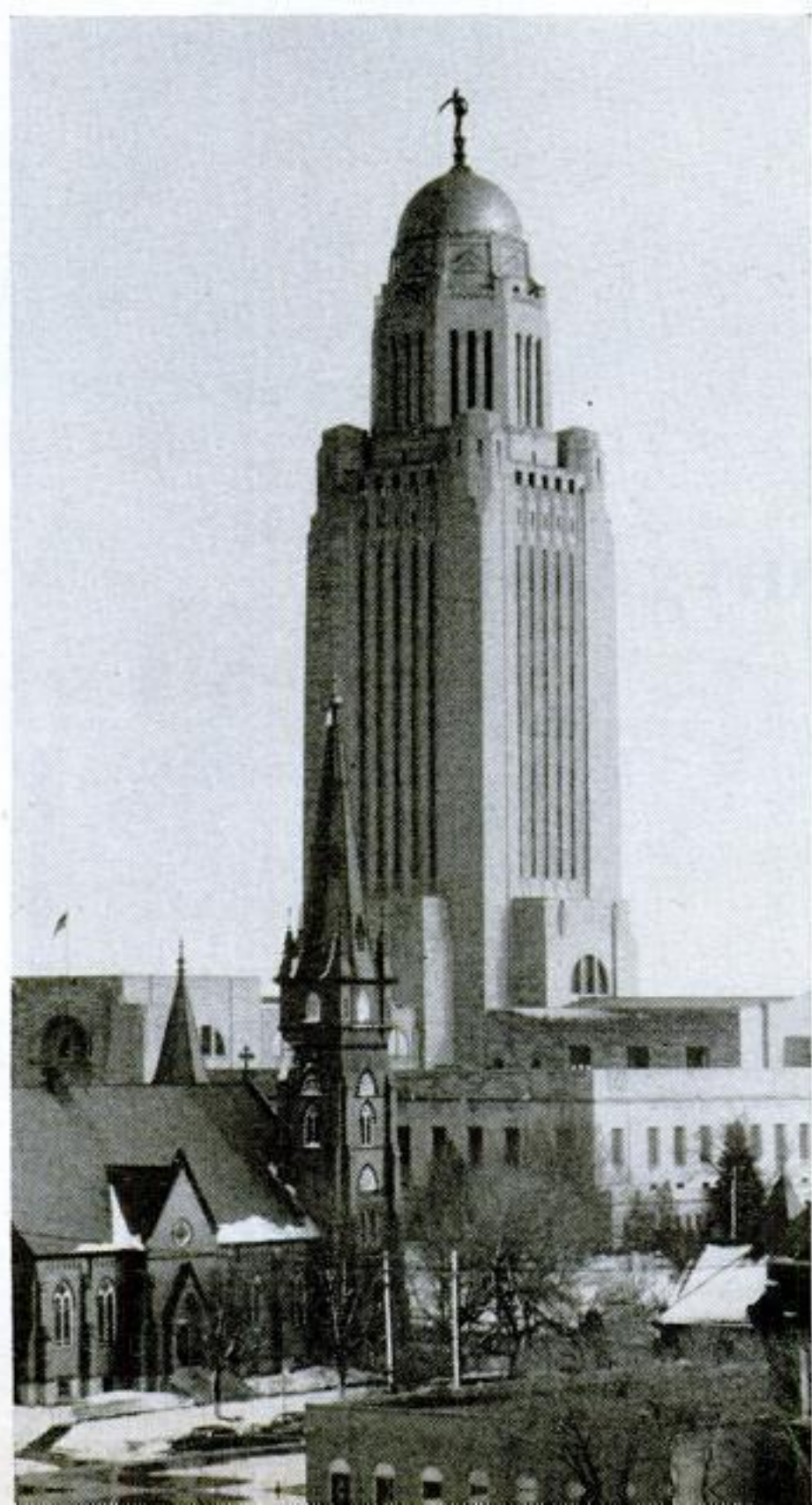
Television's one and only Lucy is reading a Bunnygram to little Ricky. It's Western Union's special Easter greeting for children. Don't you know a child who would be as thrilled as Ricky to get his own Easter telegram, signed by Peter Rabbit himself? Of course you do! Call Western Union today!

And when you do, don't forget the grownups. Be sure to send *them* the Easter greeting that says so much . . . the *personal* message on Western Union's beautifully decorated Easter greeting blank. Share your joy with family and friends the most thoughtful way of all—Easter greetings by wire.





AFTER NEBRASKA SENATE SESSION, CITIZENS UPBRAID SENATOR STANLEY PORTSCHE (BACK TO CAMERA) FOR SUPPORTING A SLUM CLEARANCE BILL THEY CLAIM



HOME FOLKS ARE RIGHT THERE AS NEBRASKA'S THE LEGISLATURE FACES

While national attention focused last week on Congress as it grappled with the problem of trimming a record peacetime federal budget, a lot of careful attention was being given to state legislators meeting under capitol domes all over the U.S. and tackling problems on a close-to-home level. In 28 states (legislatures in 15 others already have adjourned, two will meet this summer, three not until next year), school bills, highway improvement proposals, reclamation projects were being introduced, taken to committee and then wrangled to votes.

LIFE sent the distinguished photographer, Henri Cartier-Bresson, and Reporter William Trombley to Lincoln, Neb. to document an American state legislature at work. As the pictures on these

and the following pages show, the Nebraska legislature has a distinctive vitality which is induced by the vocal concern of plain citizens with an immediate and personal stake in legislation. Nebraska has a unicameral or one-house legislature—the only one in the U.S.—which meets for six months every two years. When the Nebraska senate is in session, the city of Lincoln takes on an air of festive informality that probably has not been seen in Washington since the days of Andrew Jackson.

The city bustles with the business of government. Voters travel from all over the state to the 14-story capitol (*left*) to listen to the debate (*right*) and are uninhibited as they plug for their legislative desires. Children romp through

Photographed for LIFE by HENRI CARTIER-BRESSON



WILL DRIVE THEM FROM THEIR HOMES IN LINCOLN

LAWS ARE MADE

THE PEOPLE

the rotunda and sprawl in the hearing rooms. And lobbyists, far outnumbering the 43 senators, lounge in their own chairs in the back of the chamber.

Among the 598 bills which have been introduced thus far at the 68th session of the Nebraska legislature, many are of limited scope. One, for example, resolved that citizens be allowed to stand up when they drink their beer in taverns. Another bill brought before the senators sought to place a limit on the number of bullfrogs a hunter can gig in a given season. But, under the watchful eyes of their constituents, the legislators also dealt with more pressing problems, among them a combined sales and income tax bill that split the senate right down the middle (pp. 44, 45).



ANXIOUS GALLERYITES, farmers from central Nebraska, listen critically to testimony in a Public

Works Committee hearing on a water bill affecting their district. They opposed bill but it passed.

LEGISLATIVE OCCUPATIONS—FROM REAL ESTATE TO RANCHING



WORKING SENATORS who must do other jobs so they can afford to be in the legislature are (from left) John Munnelly, who owns a construction company in



South Omaha and has lost contracts while in Lincoln; Stanley Portsche, a real estate man who shows houses on Saturday afternoons; Otto Liebers, a Lincoln

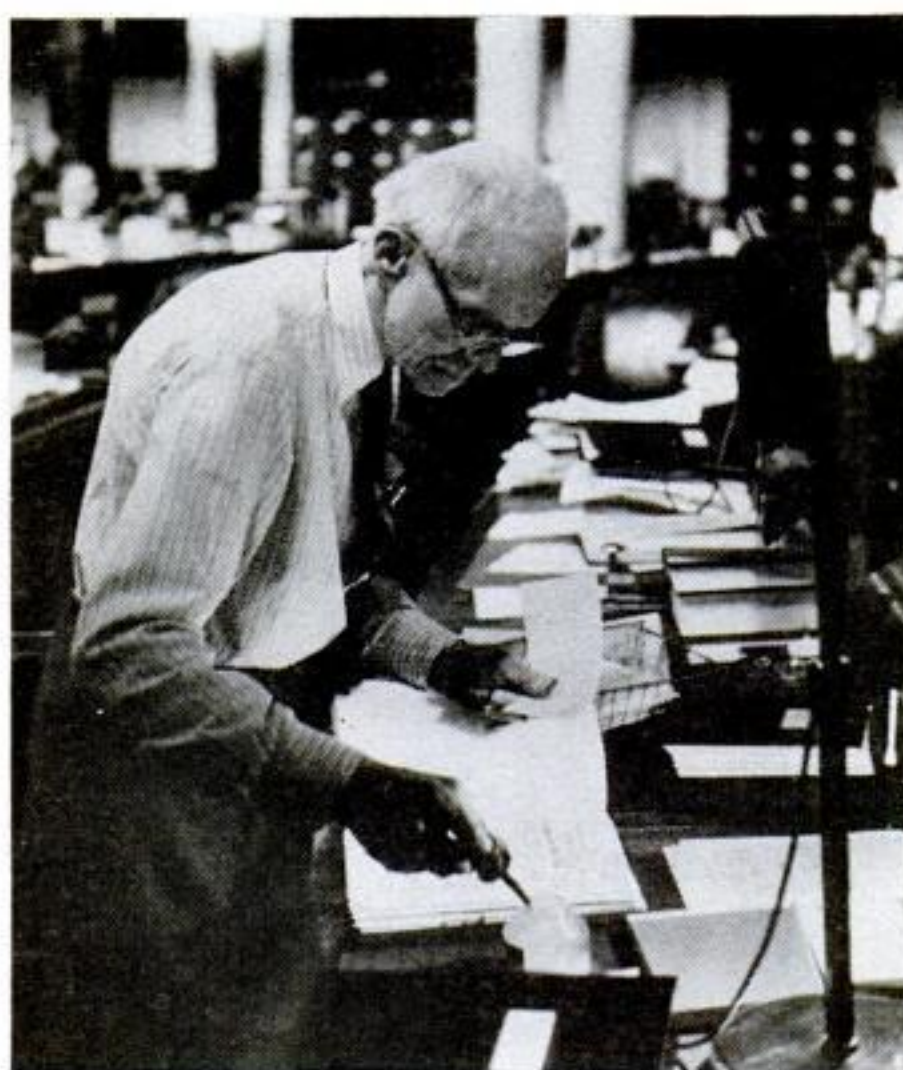


MORNING PRAYER opens each session in senate chamber. Legislators have own chaplain. Most are

church members and leaders in their local parishes. One—only Negro in the legislature—is a minister.

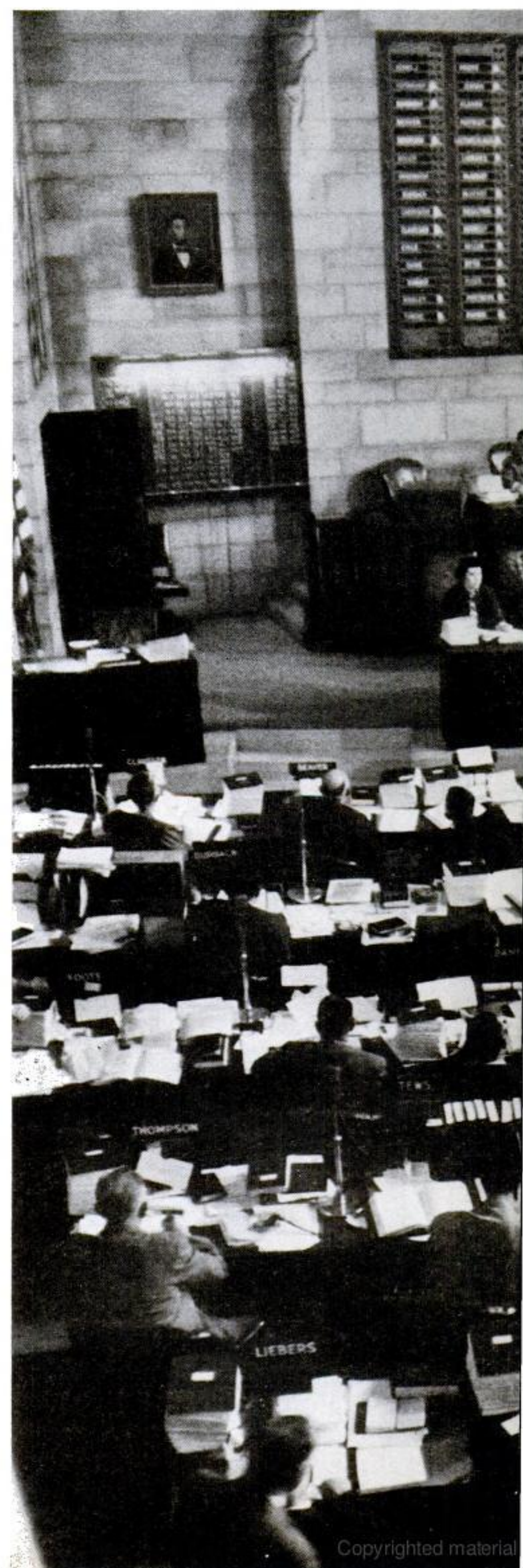


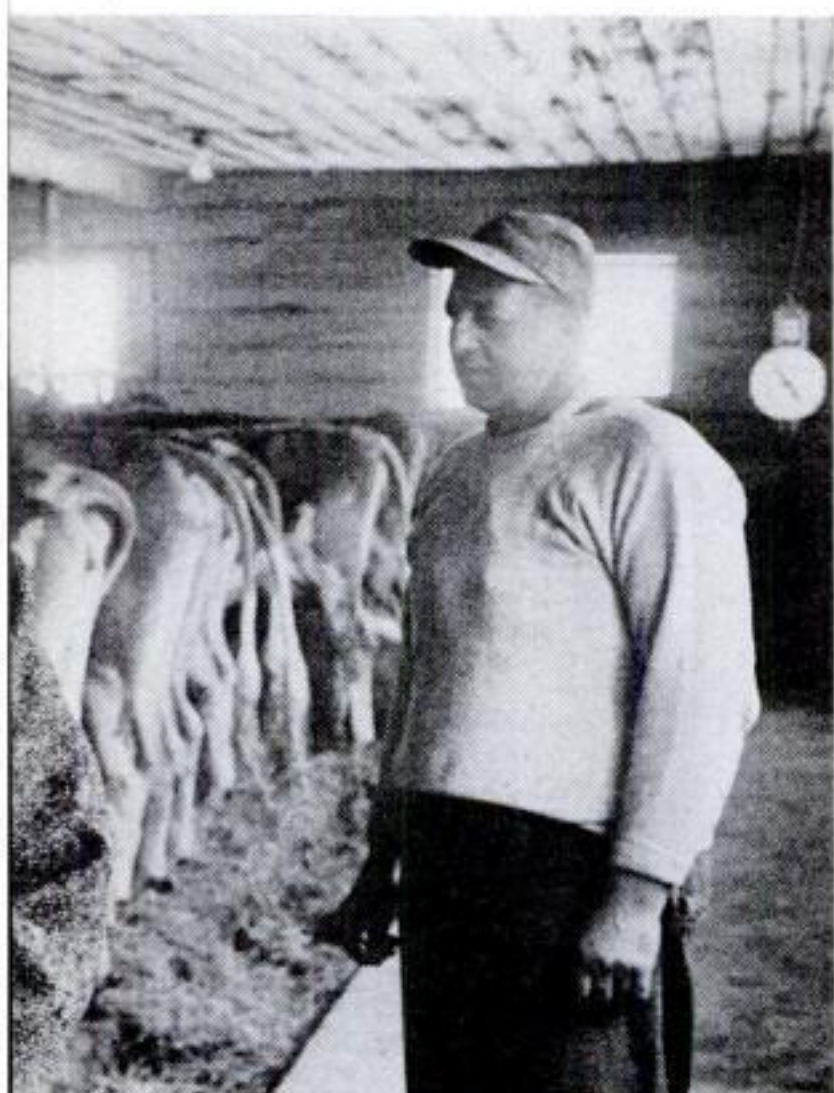
SENATE STAFFER, a legislative secretary (left) on rostrum whispers message to Page Tom Henderson.



BILL CLERK C. E. Keefer, past 70, pastes amendments and changes in folders for senators' desks.

IN FULL SESSION senate vote registers on board above Lieut. Governor Dwight Burney, presiding.





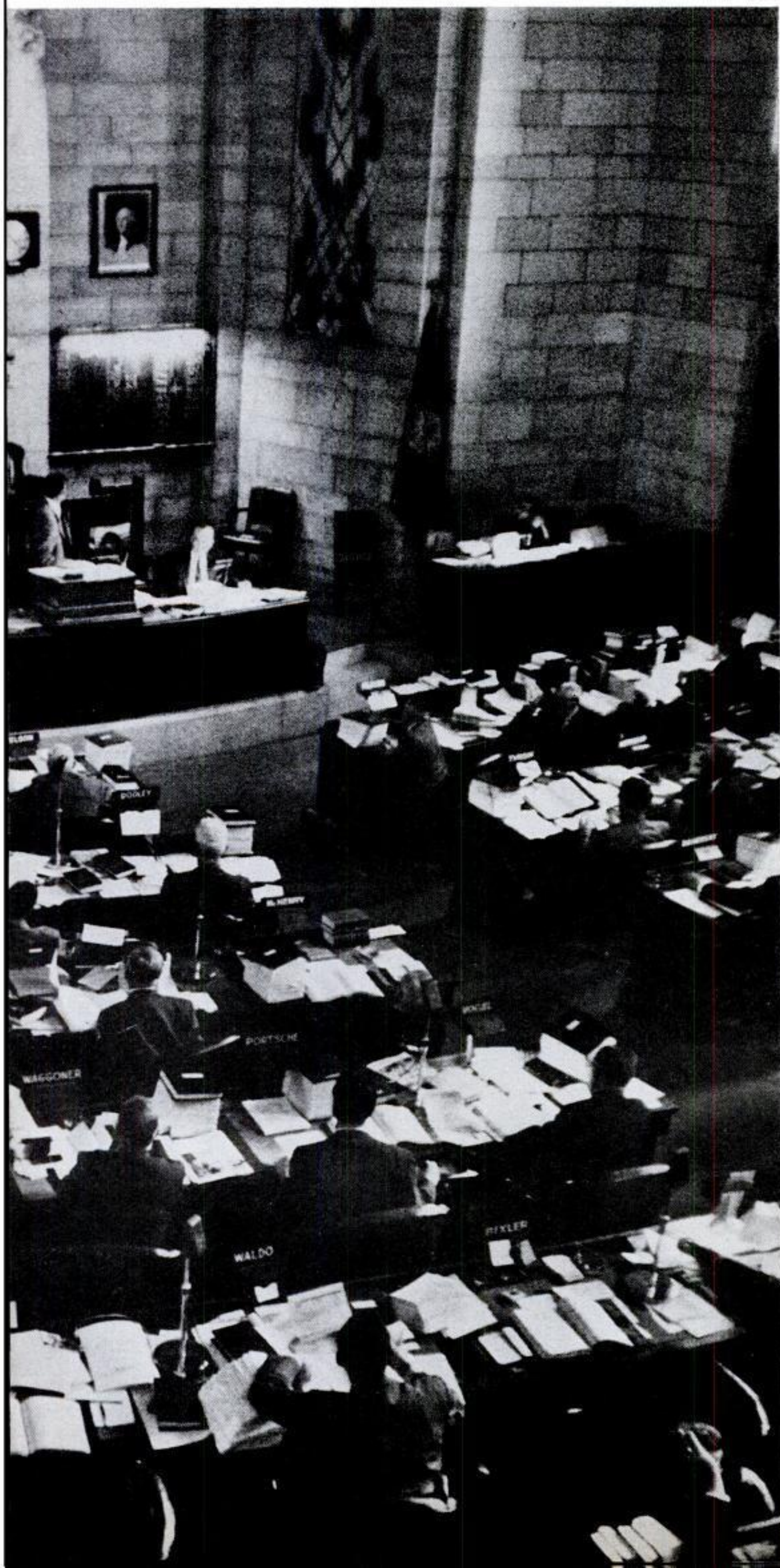
dairyman and ice cream store operator; George Syas, who works in Union Pacific Railroad repair shop one night each week during the session; Willard Waldo, who

owns 400-acre corn, wheat and livestock farm in DeWitt. Farmers and ranchers form majority of senate. There are also three auctioneers and a mortician.

ALL WORK AND VERY LITTLE PAY

Nebraska senators are elected on a nonpartisan basis. There are no party designations on the ballot and, although the candidates are sometimes known to be Democrats or Republicans, the parties do not nominate them or run their campaigns. Though nonpartisanship makes for independence in voting, it also creates problems. The lack of party discipline sometimes causes delay and confusion. The governor, who runs on a party ticket, has no organization to help him put through a program.

During their six months in Lincoln the senators carry an enormous work load. They meet each morning with a prayer (*center, opposite*) and must remain in the chamber for from two to four hours for debate and action on bills. Most are members of at least two committees and spend four afternoons a week in hearings and executive sessions. To be excused for a single day a senator must have the consent of his colleagues. For this job—plus receiving constituents, writing correspondence and keeping up on legislative homework—each senator is paid \$872.09 a year and has no expense allowance. A few of the legislators are retired from outside business, but many more of them work in a wide variety of occupations (*above*) over the weekends and when the senate is not in session.



PENSIVE SENATOR, Karl Vogel of Omaha, listens to liquor bill debate. A strict conservative, Vogel, 73, is serving sixth term, is chairman of Budget Committee.



PROTAX GROUP which supported new law to replace old property tax for state revenues gathers in coffee shop in the Cornhusker Hotel. Discussing strategy

while children guzzle sodas at next table are (from left) Senators Monroe Bixler, Donald McGinley, Norman Otto (who introduced bill) and Willard Waldo.

BUSINESS ON AGENDA: A NEW TAX MEASURE

LEGISLATURE OF NEBRASKA

SIXTY-EIGHTH SESSION

Legislative Bill 134

Introduced by Norman A. Otto, 34th District; LeRoy Bahensky, 29th District; August Wagner, 26th District

Read first time January 14, 1957

Referred to committee on Revenue

Sent to floor January 15, 1957

Nebraska is one of three states without either a general sales tax or an income tax (the others: New Jersey and Texas). As the need for better state institutions and more schools increases, the state still struggles along on a \$150 million annual budget in large part paid for by a property tax. The predominantly conservative legislature has consistently voted against new laws to replace the property tax.

At this session young senators from the western part of the state led a fight for Bill 134 (above), calling for a 2% sales tax combined with an income tax amounting to 10% of the federal return. Supporting the bill were spokesmen for the farmers and ranchers, who think they bear a disproportionate share of the property tax. Against it were the representatives of the city dwellers who claimed the new bill would shift the tax burden to them. After a heated two-day debate, which was interrupted so that everybody could take part in a birthday party (bottom right) for the son of the only lady in the legislature, the bill lost, 19-22.

EMERGENCY HUDDLE on floor during debate is called by bill supporters Norman Otto, Harry Pizer, Fred Waggoner and Monroe Bixler. They considered postponing the fight until later in the session.





CONCERNED CONSTITUENTS from Nebraska's 12th District talk to their senator, John Beaver (*bald man, back to camera*), about the tax bill. Most of these

men are farmers who favored the bill. Senator Beaver was against the tax and, although farmers argued with him for more than half an hour, he voted to kill it.



ANTITAX LEADER Senator Charles Tyrdik (*right*) goes back to lobbyists' section in rear of senate to assure antitax lobbyists, George Wruck (*left*) who represents credit bureaus and J. E. Reed (*center*) who represents Omaha Taxpayers, that bill will lose.



BIRTHDAY BREAK in the debate comes when chocolate cake is served senators and guests in chamber to celebrate second birthday of John Foote, son of Senator Kathleen Foote. John is held by father, Frank Foote, employe of the State Game Commission.



IN THE ROTUNDA, an ornately decorated hall outside the chamber, two lobbyists (*left*) confer.



IN LOBBYIST SUITE in the Cornhusker senators (*seated at table*) eat free lunch provided by lobby

of five combined railroads. Standing in the doorway at right is George Holdrege of the Union Pacific.



LABOR LOBBYISTS huddle in the rotunda while eighth-grade class files past to visit the chamber.

LOUNGING LOBBYISTS (*below*) sit in the senate chamber. At left is Gordon Preble, A.F.L.-C.I.O.

FRIENDLY PERSUASION FROM THE LOBBYISTS

The 127 registered lobbyists who come to Lincoln representing special groups can be found in every capital habitat, from the coffee shops to the chamber itself. However hard a handful of earnest legislators may try, it is seldom that a bill inimical to any big lobby interest passes the Nebraska senate.

Lobbyists rarely apply direct pressure for votes. More often they supply information supporting their views or, perhaps more tellingly, are good hosts for the low-paid legislators. One lobby breakfasts a group of senators each morning. Another (*top, right*) keeps a suite where free drinks and lunch are served. Making themselves completely at home (*right*), they are as much a part of the informal legislative scene as youngsters in the hearing rooms (*opposite*).





FAMILY INFORMALITY continues to prevail as Kathy Foote, 7, drops in after school and reads picture book during hearing of the Public Works Committee.

Kathy is the daughter of Senator Kathleen Foote, who is a member of the committee. Speaking behind her is Highway Department official Henry Grether.





CROSSING FARMLAND just north of Dallas, tornado is photographed from an airplane as its funnel

sucks up rain puddles. Cloud is black, a result of dirt and debris twister has picked up from ground.



SCATTERING DEBRIS from houses in West Dallas, funnel is photographed from 1,000 feet away on

levee of Trinity River. Here it is hitting slum area where frame houses suffered most extensive damage.



EXPLODING BUILDINGS housed four people who were killed at the moment this picture was taken in

Arlington Park housing development. Caught in the partial vacuum of funnel's interior, houses blew out.



TORNADO'S PATH is marked by crushed houses in aerial view of area where tornado first hit Dallas.

BEST PICTURED TORNADO

Tornadoes usually confine their rampages to isolated towns and farms. But last week a big twister roared right into the big city of Dallas. By the time it left 40 minutes later it was the best-photographed tornado in history. Press and TV photographers braved the onrushing funnel and flying debris to record its gyrations. And citizens hiding in their homes got a full eyewitness account from an enterprising radio announcer: "It's still boiling along, but it's coming right this way. We're going to have to step out of the way here to let this tornado go past. There it goes."

When it had gone, 125 Dallas homes were left destroyed, 200 residents injured and 10 killed. Other tornadoes whirled through Oklahoma and Mississippi, mostly in open country.

A LOOK AT THE WORLD'S WEEK



GOVERNOR'S OLD GETUP

After formally opening the Jamestown Settlement's 350th anniversary celebration, Governor Thomas B. Stanley of Virginia turned highly informal, taking on a plumed halberdier's helmet and a matchlock musket to become the gaudy model of an outmoded military man.



PARIS EYE-GOUGING OVER NORTH AFRICA TROUBLES

In Paris, Jacques Akopian, who had just hurled a grenade into the middle of a crowd on the Champs Elysées, was caught in an eye-gouging grip. The crowd was watching demonstrators demanding that French military might be kept up in North Africa. Akopian, who had served

as a conscript in Algeria, said he had tossed the grenade in the midst of the spectators "to draw attention to the lot of young conscripts." Police saved Akopian from the mob, then turned to the demonstrators whose parade turned into a riot. All in all eight people were injured.



SUMMERFIELD'S SIMMER

In Washington, Postmaster General Arthur Summerfield was upset, but emphatic. Congress had refused to grant him all the extra \$47 million he had requested for his department. If he did not get the appropriation, he said, he would have to cut postal service drastically.





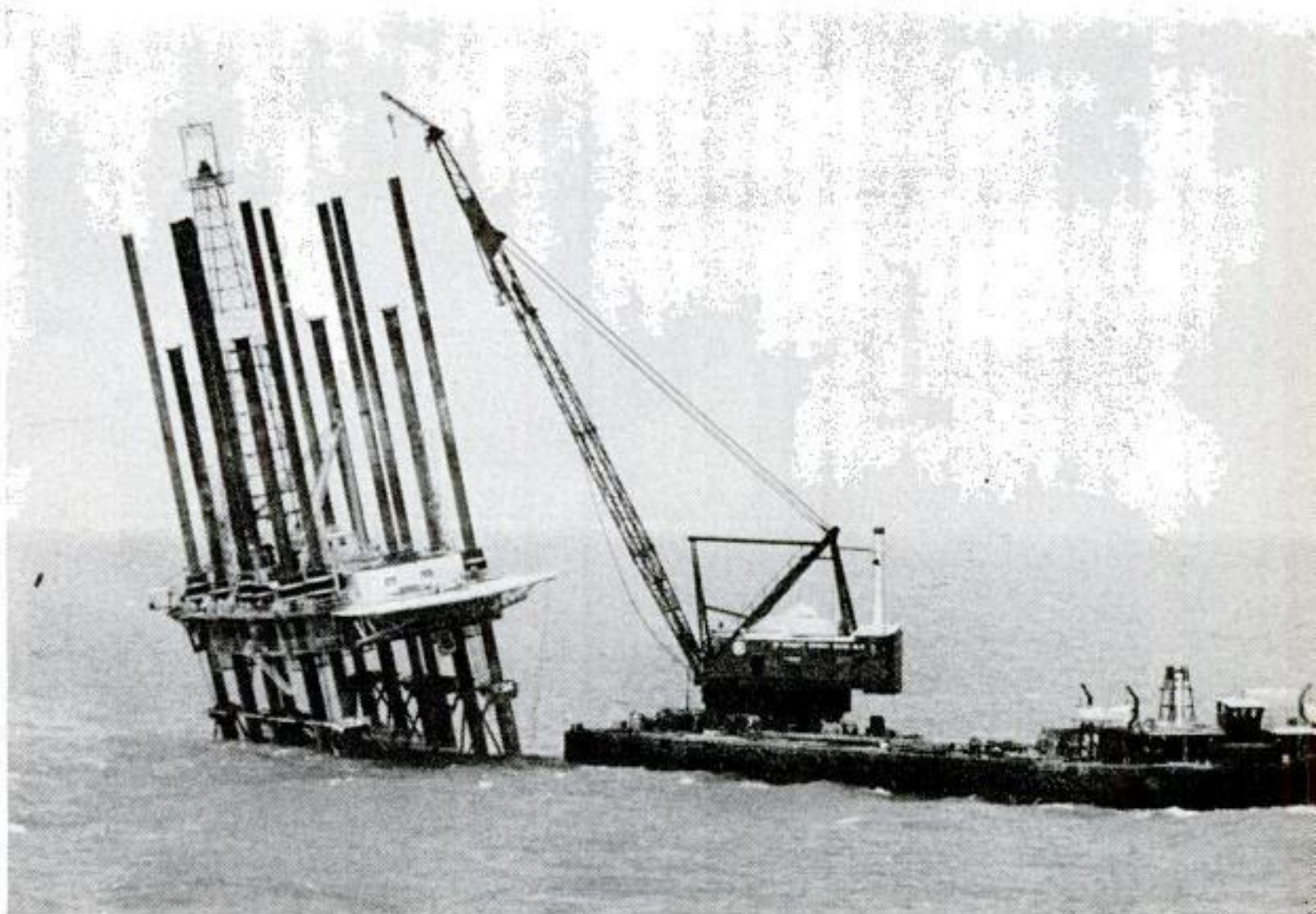
A FORMER FOE ASSUMING COMMAND

At Fontainebleau near Paris (*below*), Germany's Lieut. General Hans Speidel (*saluting*) took command of NATO's Central European ground forces. A leader of the German blitz in 1940, Speidel was proposed for his new post by the French, serves under French General Jean-Etienne Valluy (*foreground*). His deputy is Major General Pierre Dejussieu-Pontcarral (*to rear of Valluy*), French resistance commander in the German occupation.



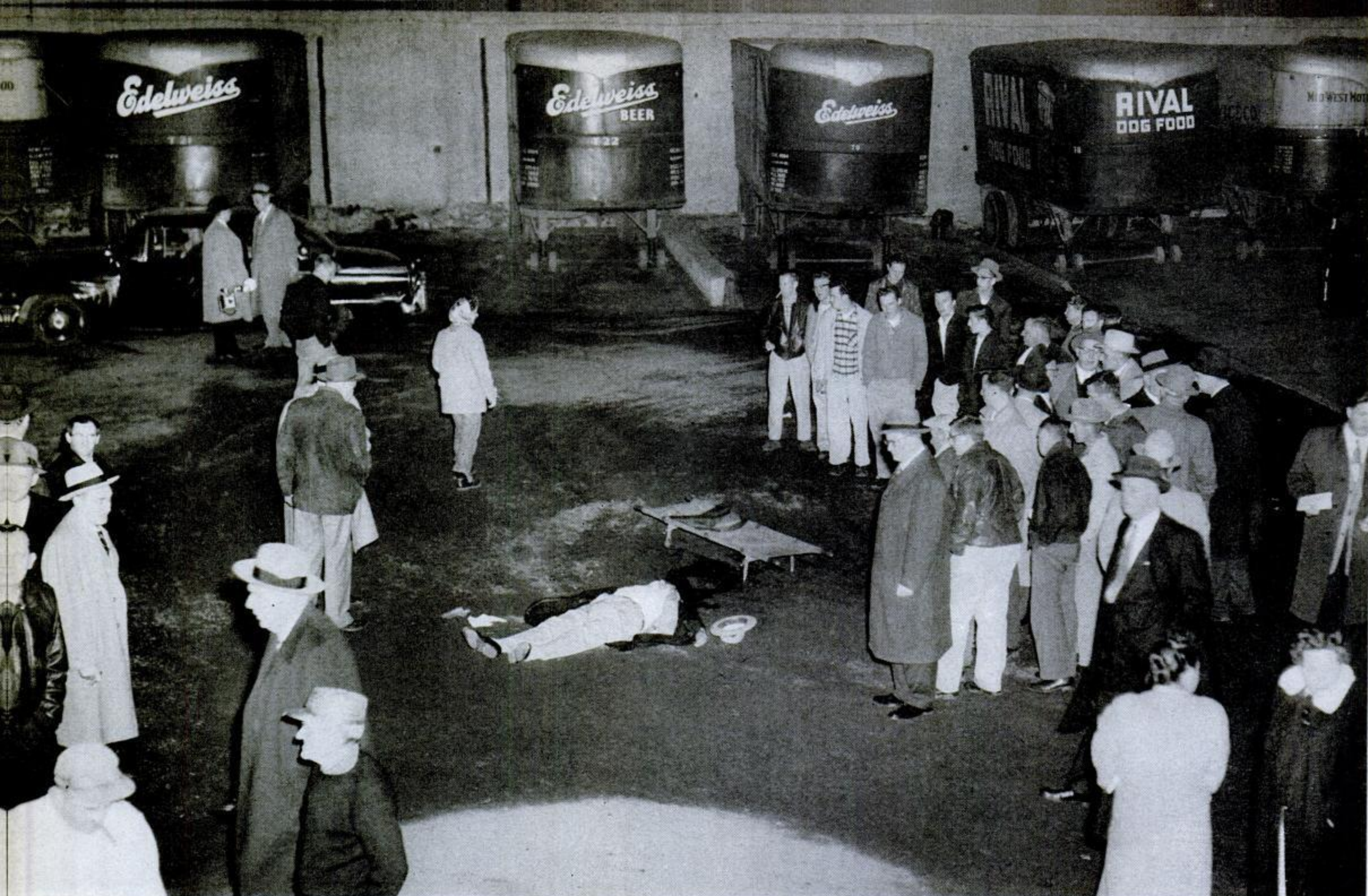
LISTING THAT FOLLOWED A LAUNCHING

At Brixham, England the *Mayflower II*, built to duplicate the historic voyage of her namesake, was floated out of drydock and went into such a violent list that she almost capsized. Then she lurched back, keeling over so far at one point that the men on board prepared to jump. "She's too light," her builder explained, adding that she would get 20 tons more ballast before setting out on a voyage to Plymouth this month.



OIL RIG TILTING ON THE TIDELANDS

Five miles offshore in the Texas tidelands near Corpus Christi, an oil rig named "Mr. Gus" was being prepared for removal by the C. G. Glasscock Drilling Co. when it suddenly slipped into an awkward tilt. A shift in the gulf bottom inclined the rig nearly 20°. The floating crane above tried to right Mr. Gus. But despite its efforts, winds toppled the rig, leaving wreckage hazardous to navigation and an expected loss of \$3.5 million.



A FAMILIAR CHICAGO TABLEAU LINKED WITH A BANK SCANDAL

The body lay in the desolate lot, a bullet hole in the back of the head, like some ghostly re-enactment of the long-past Chicago gangland days. The dead man, Leon Marcus, had been owner of the bank that cashed over \$1 million in fraudulent state warrants for State Auditor Orville Hodge

(LIFE, Aug. 6, 1956). With Hodge serving a term for embezzlement, investigators seeking most of the \$2.5 million he had stolen hoped to find a link with Marcus. His pockets yielded \$800 in bills and an uncashed check for \$300,000, but nothing to connect him with the missing money.



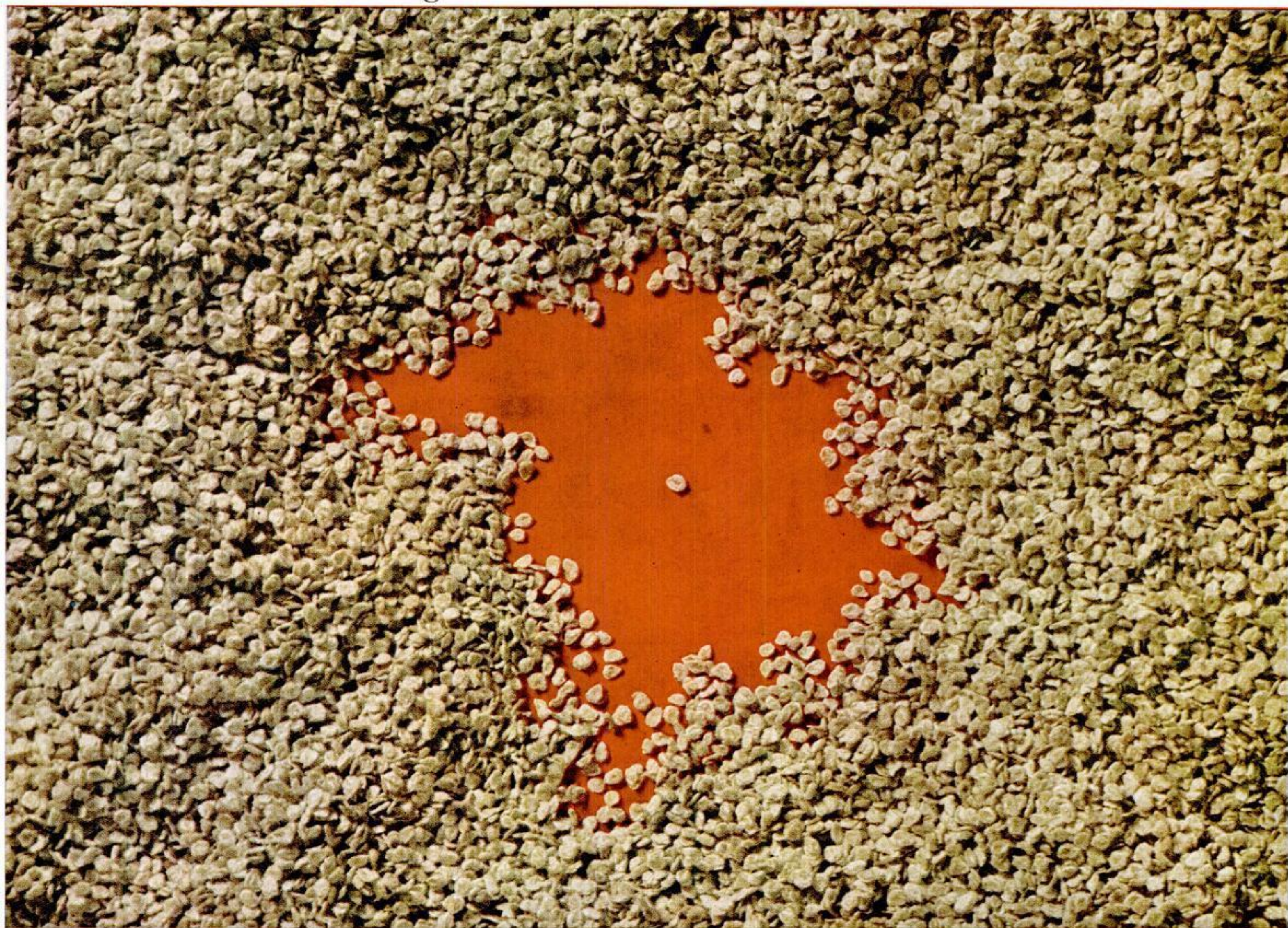
A SECOND STAR FOR McCARTHY'S TARGET

At the Pentagon, Ralph Zwicker, whom Senator Joseph McCarthy had once accused of being unfit to wear the uniform of his country, was promoted to major general and had his new stars pinned on by Secretary of the Army Wilber Brucker. In Senate discussion of the promotion, McCarthy said it would be a "disgrace." But the Senate confirmed it, 70 to 2.

LONG REQUEST TO STOP H-BOMB TEST

As Britain's first H-bomb test at Christmas Island in the Central Pacific approached, a bitter debate raged. Outside Commons, students unrolled a 100-foot petition asking postponement of the explosion. Laborites called for delay while an international agreement be made to abolish H-bomb tests. But the government said the test was needed for its defense policy.

"To make the best, begin with the best—then cook with extra care."



Only 1 seed out of 60,000 may be chosen
How Campbell bucks the odds to grow a better tomato for you



Trying to improve what already tastes good is an endless job at Campbell's. You can see one little example right in the big picture.

That tomato seed in the middle represents years of painstaking work by Campbell scientists. From a seed such as this may come an entirely new variety of better-than-ever Campbell Tomatoes.

But we must admit the odds are all against it. The present Campbell Tomato is already so special our experts may examine fruit from

60,000 different plants—or even ten times that many—before they find a better one.

Operation "Patience"

Our tomato improvement program starts in our seed library. There we have carefully collected and catalogued 70,000 packets of special seed.

Campbell scientists select seeds from plants with different qualities which they try to combine in a single superior strain. The only way to tell whether these man-made marriages work is by growing their offspring to maturity for several generations.

Last year test planting went on in 10,575 experimental plots in 16 states and 2 Canadian provinces. Besides tomatoes, Campbell scientists work continually to improve beets, carrots, and ten other vegetables.

Dissatisfaction is our business

Such research is a small part of Campbell's never-ending search for something better. It's

only one of the things we do to stay true to our pledge: "To make the best, begin with the best—then cook with extra care."



*"We blend the best with careful pains
In skillful combination,
And every single one contains
Our business reputation."*

Campbell's

Wow!



This is news! Now you can make
macaroons... coconut-moist
Mix them in just 1 minute

NEW BETTY CROCKER

COCONUT MACAROON MIX

"Just add water... stir... drop on the magic no-stick baking paper
package... and bake 12 minutes. I guarantee perfect"

Macaroons!

(bake some quick!)



your own fresh
chewy-wonderful!
with our...

MACAROON MIXES!

CHOCOLATE COCONUT MACAROON MIX!

that comes in every
macaroons every time!"

Betty Crocker



PERFECT! Yes, every mix we make for you is guaranteed to come out perfect or send the box top to Betty Crocker, Box 200, Minneapolis, Minn., and General Mills will send your money back.





Folks sure go along with Garry on that **WINSTON** taste!

How about you? Wouldn't you say Winston has the true *cigarette* taste smokers want! It's wonderful how that exclusive, flavor-saving Winston filter—*snowy-white and pure*—really lets the fine tobacco flavor come through. If you aren't already enjoying America's best-tasting, best-selling filter cigarette—get a pack right now! You'll find out why there's so much good talk about Winston!



R. J. REYNOLDS TOBACCO CO., WINSTON-SALEM, N.C.

Enjoy **WINSTON**...the snow-white filter's in a cork-smooth tip!

LET'S TALK SENSE ON THE BUDGET

A lot of commotion, and very little sense, is flying around Eisenhower's proposed \$71.8 billion budget, the biggest in our peacetime history. Somebody ought to be talking sense about the budget but not even the President, until recently, has done so. The President previously talked about his budget as if he wasn't entirely sure he was for it. And in the Cabinet, Treasury Secretary Humphrey, while defending the budget to Congress with one hand, held his nose with the other and gloomed of a depression "that will curl your hair."

What happened, of course, is that senators and congressmen began jumping all over the budget and slashing at it with snickersnees. Styles Bridges, the Republican policy leader of the Senate, thought he could whack \$3.3 billion out of the budget; Harry Byrd, the veteran Democratic economizer, said he could double that.

Finally, a few days ago, the President did what he should have done in the first place—defended his budget as the best he could provide and still make good the promises of modern Republicanism and adequate national defense. But even as the President did this, Humphrey's deputy, W. Randolph Burgess, cried that the budget ought to be cut at least \$2 billion. Once more the Administration seemed to have a split personality on its budget.

This could be very dangerous. Dwight D. Eisenhower is only five months away from an overwhelming mandate, yet his whole program is threatened with chaos and sabotage. If his budget is carved to pieces, so will his program be.

What is the truth about the budget? How do you talk sense about it? Let's argue about it with plain reason.

SIZE Sure it's big, but it certainly isn't the sort of circus monstrosity the cartoonists are making it appear. Even if Byrd were right and the budget could be cut \$6.5 billion that would be 9%. But a woman who has 9% too much fat could scarcely get a circus job as a freak. If the budget is big, so is the country—and it's growing. Our income and industrial output are growing so fast that in the last four years the budget has fallen from 20% of the gross national product to 16%—and in a decade the size of the national debt has fallen 50% in relation to the gross national product.

FAT Certainly there is some in it, as there is in every budget—including those of private business. But about \$12 billion of the budget—chiefly interest and veterans' pensions—is irreducible; that's 17%. Of the remainder, \$43 billion, or 60%, is for national defense, including atomic. There is undoubtedly water in defense, but even if, say, \$2 billion of water could be found and squeezed out, there might still be good reason to spend all that and more on *needs not now being met*—for instance on basic research now being slighted and on matching Russia's growing production of engineers.

But fat there is—and maybe where the squeeze ought to be applied hardest is on "Parkinsonism," that trend for every

bureau to proliferate (LIFE, Feb. 4). A good measure of this is Senator Byrd's discovery that fiscal '58's budget calls for an increase of 76,000 federal employees over 1956. Holding employees at the old level could, according to Byrd's calculations, save about \$400 million.

SACRED COWS Some \$3.5 billion, or 5%, is for farm subsidies of various kinds. Never has so much money been given away to so few *unneedy* people as our farm subsidies give to American farmers. If there is any economic monstrosity in the budget, this is it. Some \$1 billion of this sum is for modern Republicanism's efforts (via the soil bank) to reduce the problem itself. But the rest is a built-in vested interest that Congress ought to root out but doesn't dare. And the same applies to a big part of the \$2 billion Public Works pork barrel. The pork barrel is the true test of a congressman's fiscal conscience—and most of them flunk on this part of the exam.

SITTING DUCKS Nearly all the economizers fire a double-barrel shotgun at 1) the \$451 million aid for education and 2) the \$4.4 billion proposed for foreign aid. Eisenhower himself has rushed to the aid of the first ("more important than our Nike batteries, more necessary than our radar warning nets"). Nobody in his right mind thinks the federal government belongs in the education business on a long-term basis. But the nation confronts a condition, not a theory—a condition born of multiple national emergencies. The emergencies of depression, World War II and Korea, which held off the building of needed schools, is augmented by the phenomenon of a doubled birth rate. Already overcrowded schools are being hit by a tidal wave which communities either cannot or will not meet without temporary federal financial aid. Such aid may be logically opposed, in principle, but congressmen who do so must be prepared to chance a national shambles in education a few years hence.

As for foreign aid, if the economizers intend to cut it, they had first better talk sense about what it really is (see below). The truth is that there is less than \$1 billion "give" in killing education aid entirely and in eliminating what is *genuine* foreign aid from the second item. Also, it would be very shortsighted economy to kill the already inadequate \$252 million for urban renewal (slum rehabilitation), a small seed which can sprout tenfold in local expenditures for reclaiming the rotting cores of our cities as well as helping cities get bigger tax revenues.

That's the nub of it. The budget is *not* too big for our expanding economy. If, by efficient management, with continued encouragement to business growth, we can hold the budget to this level and keep national income rising, the prospect of bigger surpluses and eventual tax cuts will be bright. Let us have true economy, certainly (watch Parkinsonism); but let's not stultify the economy by penny wisdom.

WHAT FOREIGN AID IS—AND IS NOT

The economizers are focusing their chief fire on the \$4.4 billion for "foreign aid" because, as the President observed, no pressure group is behind it. Among these critics: Republican leaders Bridges and Knowland.

Actually, more than half of this alleged aid is direct military assistance, sent to such key bastions as Formosa, Vietnam, Korea and Iran. Another \$1 billion of it is "defense support," economic props without which some of these bastions would collapse. If Bridges and Knowland want to abandon these areas to the Communists they had better speak up and say

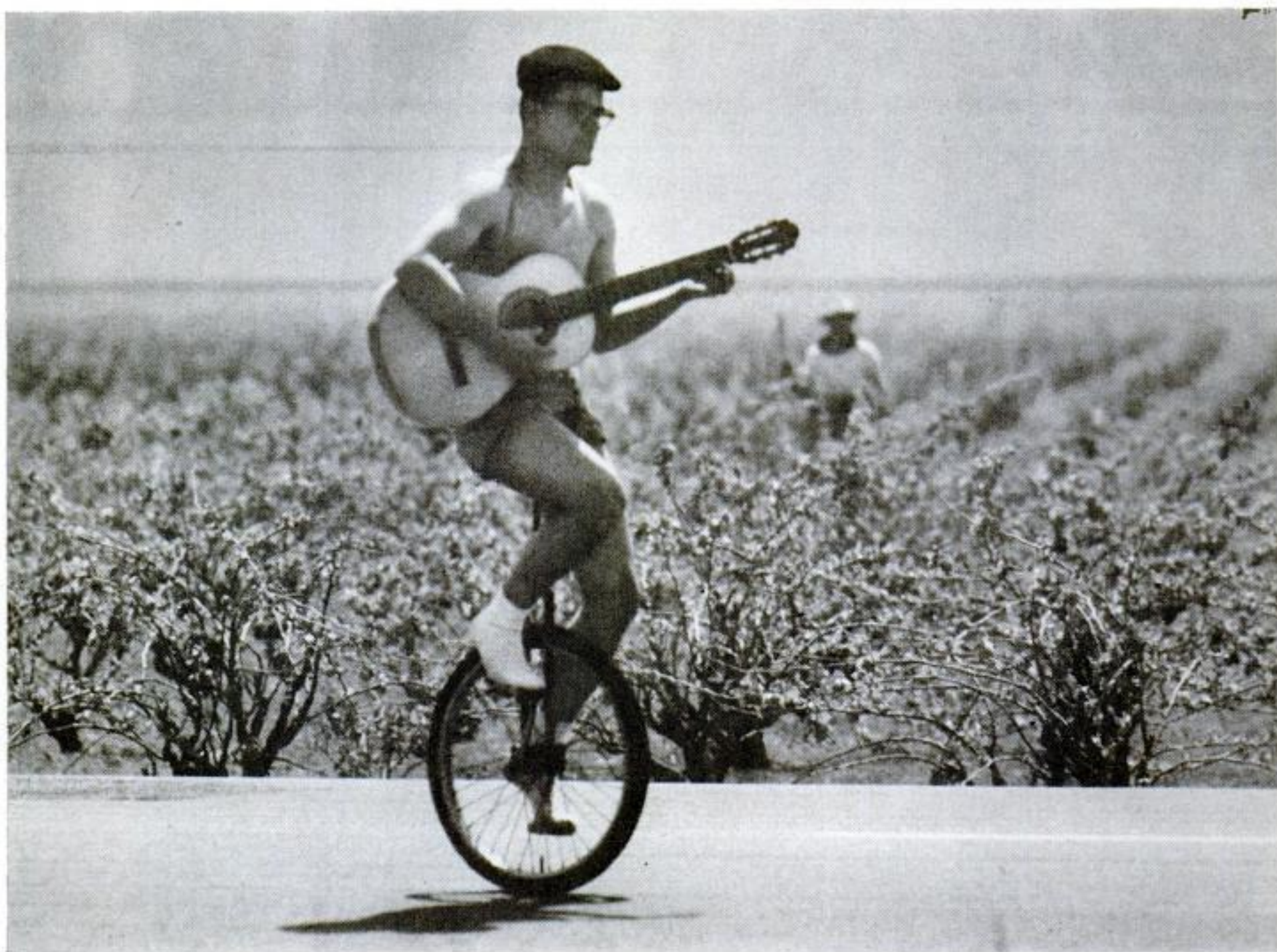
just that. Let Senators Knowland and Bridges talk sense about foreign aid—and not play cheap politics with it.

Moreover, if the military parts of this so-called "aid" were moved into the defense budget where they properly belong, the \$440 million actually going for genuine foreign aid (assisting in the economic development of have-not areas) would look small compared to the size of the challenge. So much so that, at long last, the U.S. might demand a world economic policy which would come closer to meeting the problems of a hungry, uneasy and explosive globe.



COLLEGE OF PACIFIC SEESAW

In Stockton, Calif. two well-balanced Alpha Kappa Phi juniors, Steve Henry (216 pounds) and Mike Resso (215 pounds), set out to break a fraternity 100-hour continuous teeter-totter record. They took turns sleeping, sometimes Steve in the reclining end (*above*), Mike on the other, sometimes vice versa. They ate in motion, had a five-minute break (*below*) every two hours to short-cut to the teeter toilet.



ONE-WHEELED TROUBADOUR AT CLAREMONT COLLEGE

In Claremont, Calif. junior Lindley Mixon rode a musical marathon from San Bernardino to his campus, pedaling a unicycle while playing a guitar. He

made the 26-mile distance in four hours 40 minutes with only six falls. On his arrival he celebrated with a pizza and sauterne, put the cycle up for sale.

LIGHT TURNS FOR SPRING FANCY

The pulse of spring, like an insistent calypso beat, throbbed its way through U.S. campuses last week and everywhere found a quick response. Its age-old freshness brought an ever-new excitement, and the students, as always, added annual trimmings as they saw fit. Some of them, almost sedately, dabbled in water fights and panty raids and trips to Bermuda,

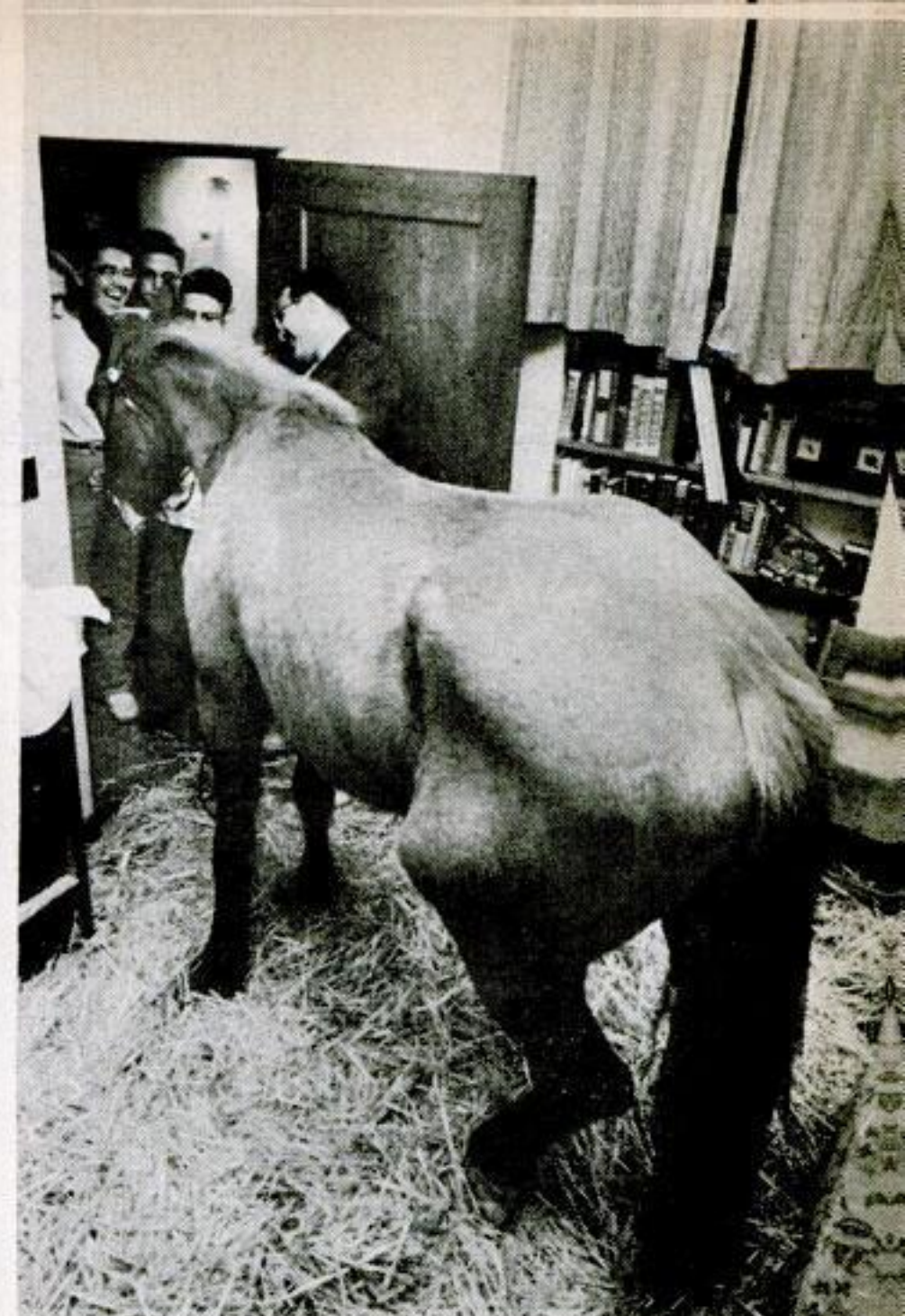
Florida and the ski resorts. But most of them, feeling an urge to do something really new, devised spring high jinks of their own. Some dreamed up odd, unsought records to shoot at in dribblethons and on teeter-totter. Others took the pulse as a challenge to improve on traditional rites and showed that they could make them just as rough as any other spring's.



TWO-MAN DRIBBLETHON IN TRAINING AT PRINCETON

In Princeton, N.J., on a dare from some classmates, freshmen Bob Mendenhall (*left*) and Vic Regan got into shape to dribble a soccer ball from Princeton

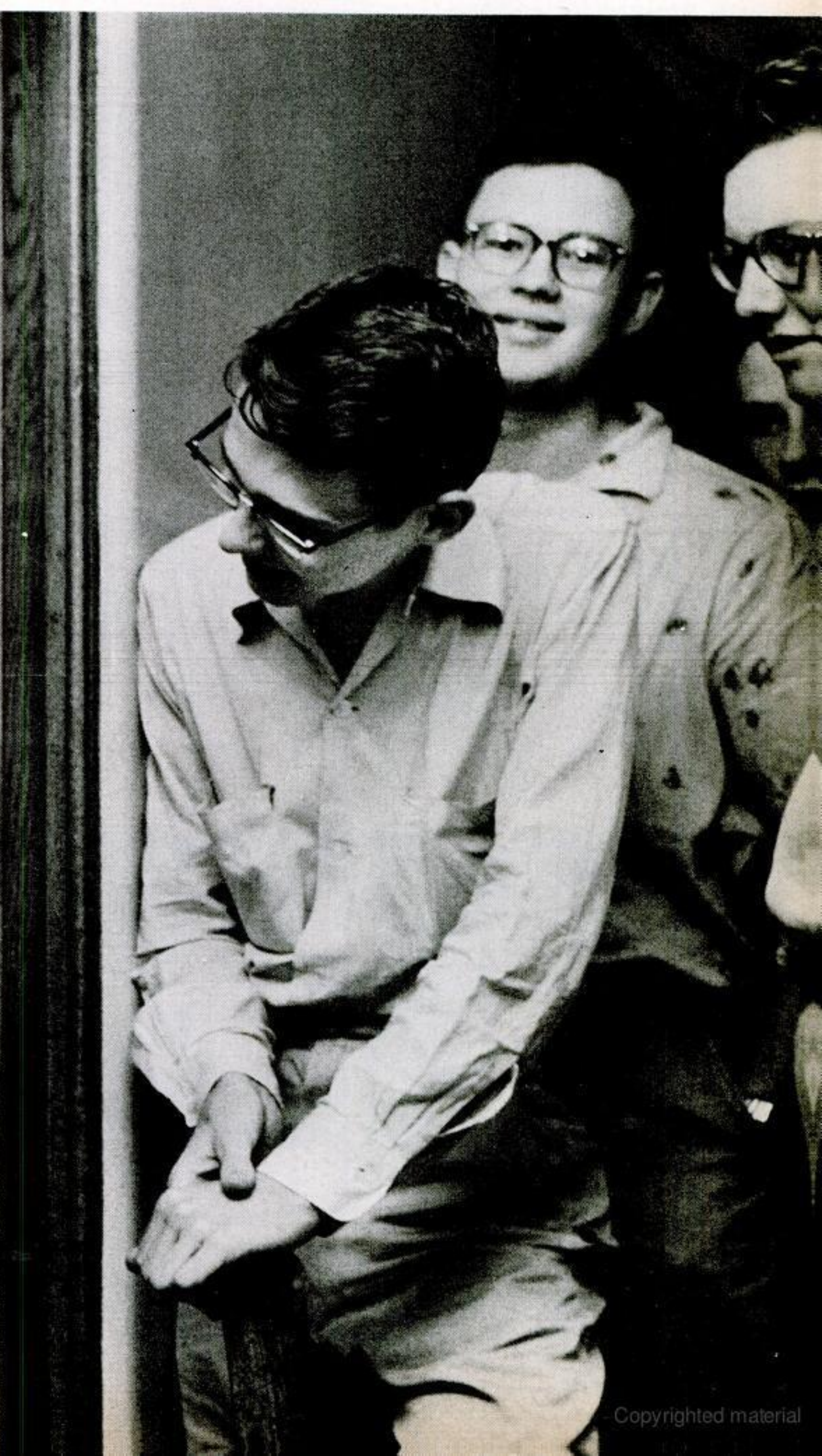
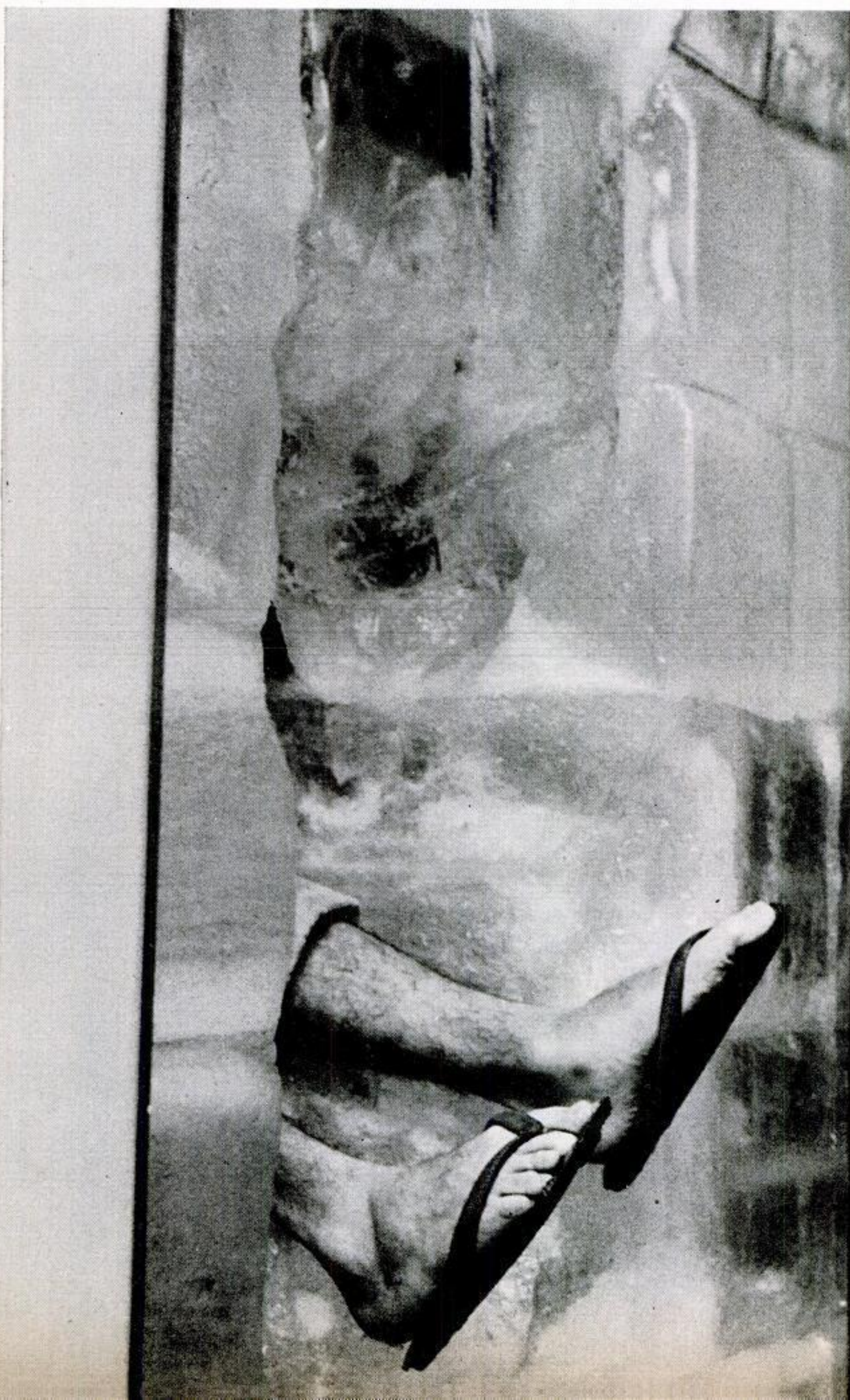
to New York and back in 60 hours. As a warmup for the 100-mile trip, they have already made the 22-mile dribblethon to Trenton and back in six hours.

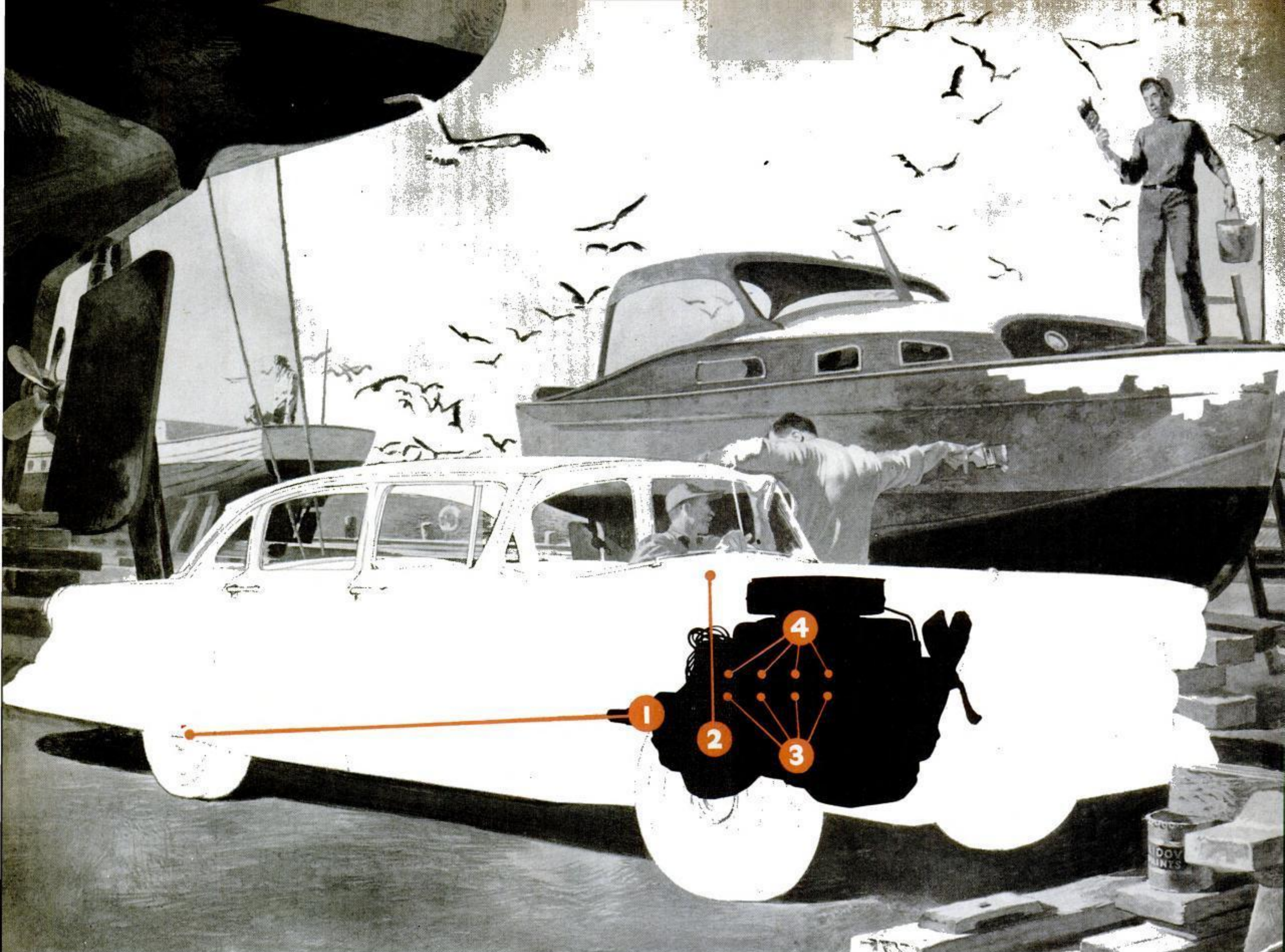


STUDENTS SURPASSING THEIR WORST ON REDECORATION DAY AT CAL TECH

In Pasadena every spring Caltech wakes up to find all the seniors missing from the campus. Underclassmen know that this is "Ditch Day" and the seniors have barricaded their rooms and sneaked off to the beach. Then the underclassmen put their long-laid plans to work. Picking locks, crawling through windows and transoms or dismounting doors, they break into the seniors' vacant rooms and redecorate them. This year, among their depredations (*above*), they piled one

room with pop bottles, blocked the door of another with concrete blocks reinforced with steel rods, packed a third with wadded newspaper and stabled a horse in a fourth. When the seniors came back from their swim, they found their rooms locked and loaded. One, luckier than the rest, found his doorway merely walled with blocks of ice. He found a pickax, then chopped a hole in the ice wall and was last seen (*below*) as his slippered feet disappeared into his room.





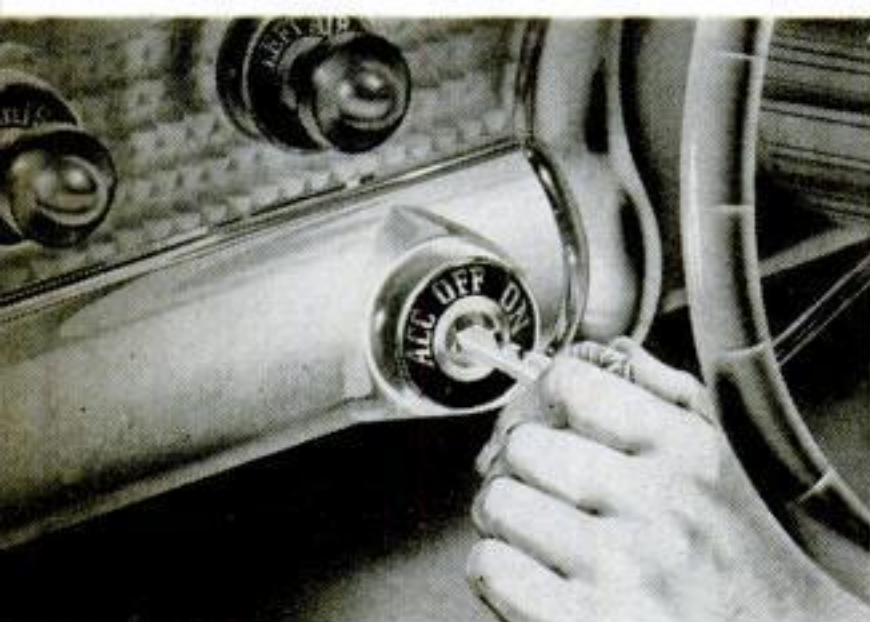
1 More road horsepower—You get all the engine power you paid for when you replace old plugs with 5-rib Champions! Independent

engineers proved new Champion spark plugs give cars of all makes an *immediate* boost in road horsepower—the real power actually delivered at

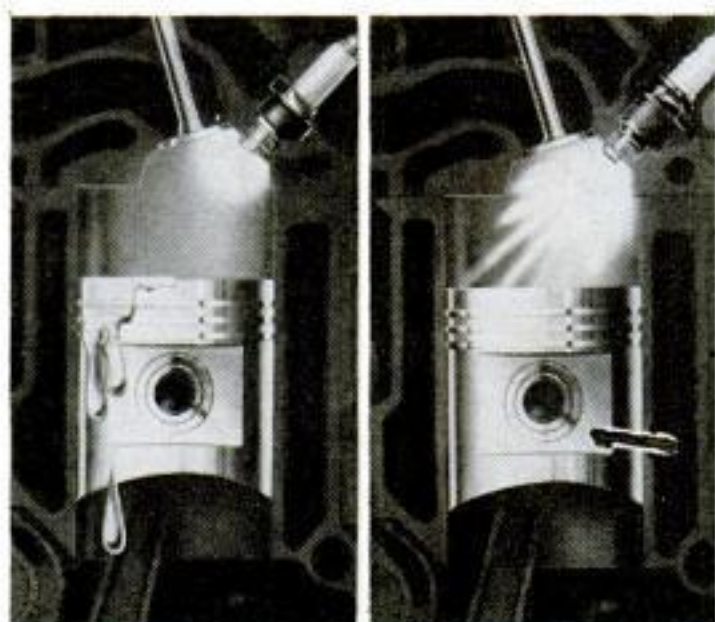
the rear wheels. Most cars gained 6% to 31%—for better hill climb and safer passing. No wonder 9 out of 10 racing drivers insist on Champions!

How Champion spark plugs can make your car 4 ways newer

If you haven't changed your plugs in about 10,000 miles, read why Champions will make a big difference in your car's performance



2 Quicker starts—You will get quicker starts, too . . . save wear and tear on your battery. Tests with cars whose plugs had gone about 10,000 miles show new Champions cut starting time by as much as 71%—with an average of 39%!

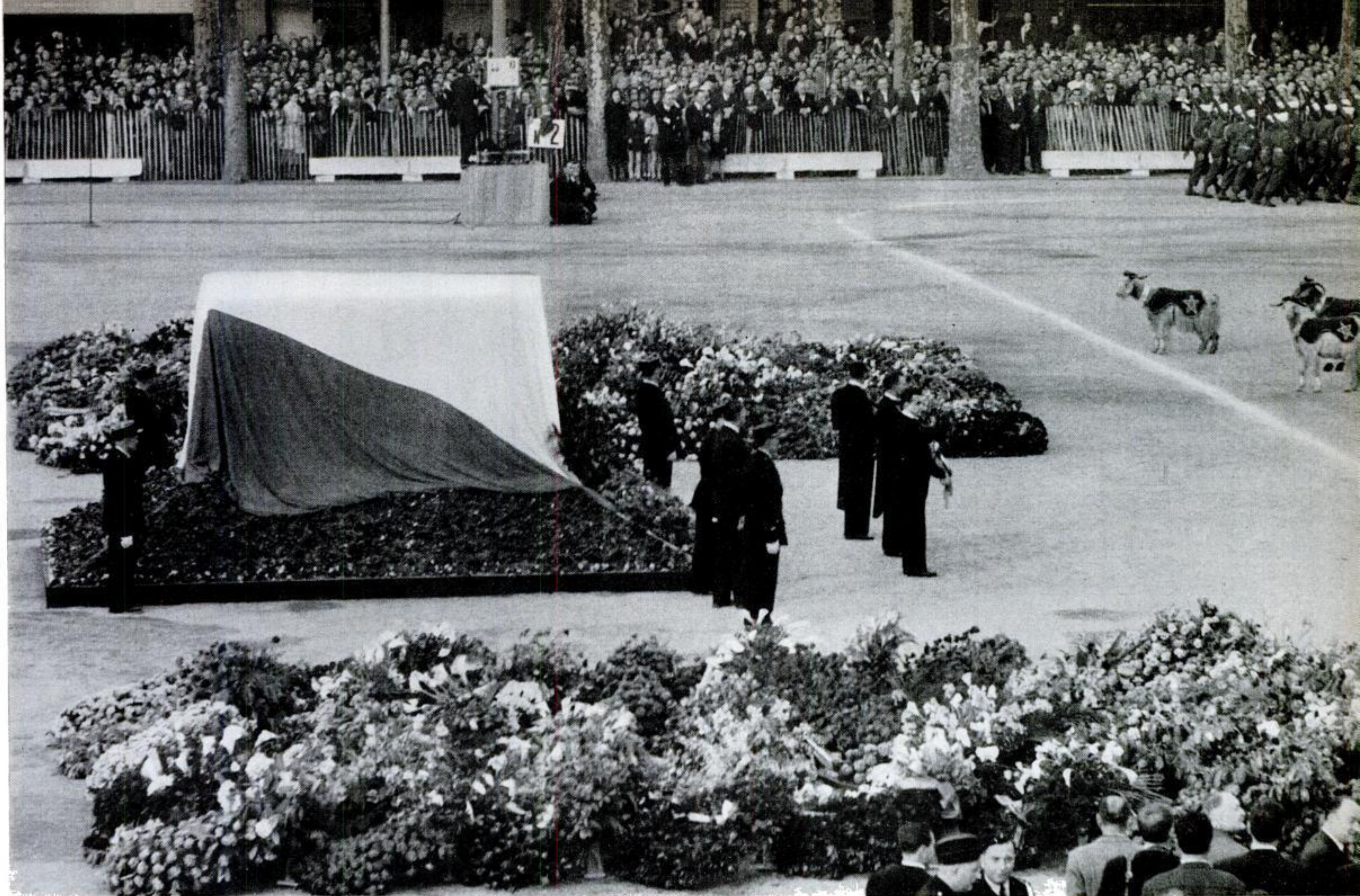


3 Less engine wear—You avoid costly repairs. Misfiring plugs (left) dilute your oil with raw gasoline. New full-firing Champions (right) burn the gasoline . . . protect oil from dilution. *When changing oil—check your spark plugs!*



4 Lower cost-per-mile—You get top power and gas economy for life of the plug. Photo above shows Champion's great new Powerfire electrode stands up better than ordinary types under identical use. Insist on 5-rib Champion spark plugs!





AT THE FUNERAL FOR EDOUARD HERRIOT IN LYONS, CATAFALQUE IS DRAPED IN THE FRENCH TRICOLOR AS A MILITARY UNIT WITH MASCOT GOATS PARADES PAST

THE PASSING OF A GREAT FRENCH PATRIARCH

Edouard Herriot was a gourmet, an intellectual and a powerful political figure for fifty years

A beloved patriarch of France was buried last month and his passing brought back moving memories of a man and his time. Edouard Herriot, who died at 84, embodied in his 50 years of political activity the rich complexity of the French character. He was a moderate who called himself a Radical Socialist, and an anticlerical who asked for Catholic rites at his funeral. He was part provincial, a folksy mayor of Lyons for half a century, and part Parisian, a gourmet and an intellectual, a three-time premier and for eight years the bull-throated president of the French National Assembly. He could shock, as he did when in 1922 he was the first Western statesman to visit the Soviet Union and came back hailing

the "overthrow of feudalism" in Russia. He could conciliate, as he did in his diplomatic efforts to end the animosities left over from World War I.

During World War II, Herriot typified the distress of beaten France as he first put his trust in Marshal Pétain, then opposed him and finally wound up in a Nazi prison. After 1945 he never regained his old power. He was an advocate of European unity and Franco-American friendship but used his remaining influence to help defeat the U.S.-sponsored European Defense Community in 1954. And throughout his career (*below and next page*) he had the strength to believe in the words that he left as a legacy to his countrymen: "In Europe the core of greatness is France."

A CAREER IN THE COMPANY OF HISTORY-MAKERS



WITH PRESIDENT POINCARE and his military aide, General Beaumont, Herriot, as mayor of Lyons in 1913, inaugurates the local fair.



WITH MAXIM GORKI Herriot exchanges greetings on trip to Russia in 1922. When Herriot became premier, France recognized the U.S.S.R.



WITH RAMSAY MacDONALD, then British prime minister, Herriot, then French premier, drafted League of Nations protocol against aggressive war.



WITH MOROCCO'S SULTAN, who came to throne in 1927, Herriot tours Lyons. Sultan is now independent sovereign of the former French colony.



WITH ADENAUER, then lord mayor of Cologne, Herriot attends the 1928 Cologne press fair as part of his work for Franco-German friendship.



WITH F.D.R. at the White House, Herriot in 1933 discusses the settlement of French war debt, which he at home vainly advocated paying up.



WITH LEON BLUM, whose Popular Front of 1936 he opposed but which his Radical Socialists joined anyway, Herriot exchanges views in Lyons.



WITH RIBBENTROP, Herriot has a curt conversation during reception for the Nazi foreign minister held in 1938 at the German embassy in Paris.



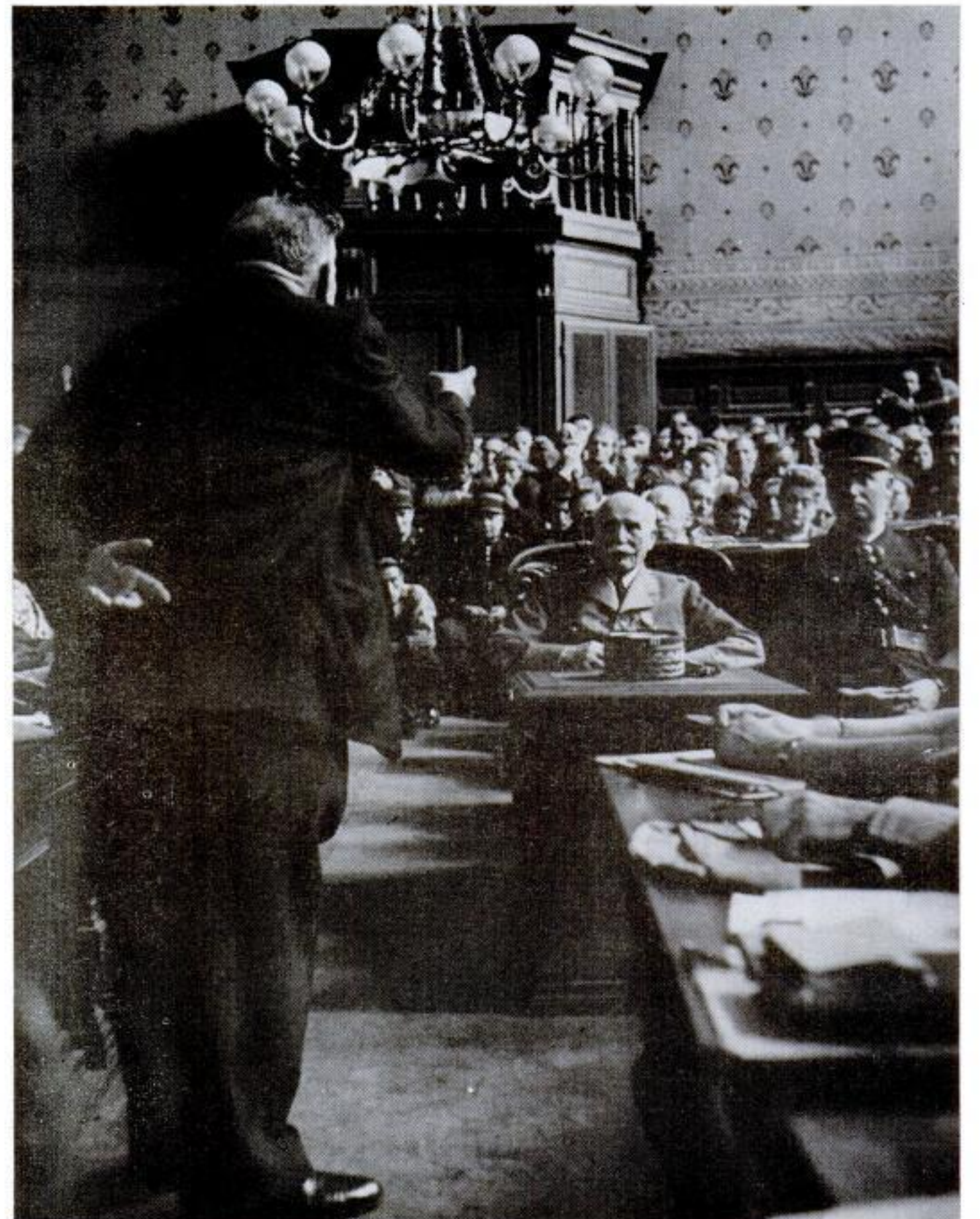
FREED FROM NAZI PRISON at Potsdam in 1945, Herriot embraces one of the Russian soldiers who liberated him. He was taken to Moscow, where he received a hero's welcome, before returning to France. The picture was sent to Herriot by a man in Russia who said he got it from "a witness" to the liberation scene.



HONORING EISENHOWER, Herriot in 1952 congratulates the retiring commander of SHAPE in Paris on being given French Médaille Militaire.



WITH COLETTE, the prolific writer of love stories, Herriot attends a 1952 ceremony where he was awarded a prize for his oratorical eloquence.



ACCUSING PETAIN, who listens impassively (*center*), Herriot at the postwar treason trial declares the marshal unconstitutionally seized dictatorial power. Herriot had made the same charge in 1942 and had angrily handed back his Legion of Honor decoration, whereupon Pétain had him interned in an insane asylum.



ARRAY OF POLITICAL ASSOCIATES of Herriot is assembled on tribune in Lyons for the funeral service. In front are (*left to right*) Gaston Gilbert-Jules, minister of interior, Jean Filippi, leading budget official, ex-President Vincent Auriol, French Union Assembly President Albert Sarraut, President of French

Council of the Republic Gaston Monnerville, Mme. Herriot, French President René Coty, André Le Troquer, Herriot's successor as National Assembly President, and Premier Guy Mollet, who delivered funeral oration. At top left is Pierre Mendès-France who wants Herriot's former power in the Radical Socialist party.

International
sets the
loveliest tables
in
America



All patterns made and silverplated by The International Silver Co., U. S. A.

DeepSilver gives you a 6-piece place setting... an extra teaspoon! Above, one of the choice patterns in DeepSilver, Silver Fashion.

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&
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DeepSilver

A new concept of silverware! Lavished with **EXTRA** silver inside and out!*

Gives you so much more to be proud of—so much longer!


***EXTRA**... additional silver all over each and every piece.

***EXTRA**... sterling inlaid where your table touches most-used forks and spoons.

EXTRA heaviness—more luxurious in your hand.

EXTRA serving pieces for more gracious entertaining.

DeepSilver is different. Never before has this silverplated flatware been made to such valuable standards. That's why it's

important to be sure it's DeepSilver by the trademark on the back of each piece and by this ingot  your store's symbol of DeepSilver's extra quality. Ask to see it and expect it to cost a little extra. It is extra. Buffet service for 8, \$125.



You've earned it...LIVE A LITTLE!

Accomplishment deserves reward. So tonight when you enjoy a relaxing moment...do yourself a *real* honor. Make it the superlative flavor, the finer quality, of famous bonded Old Forester—America's *only* registered* bourbon. There is nothing better in the market.

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* Here is the whisky that lives up to your confidence. The complete history of every bottle is registered, to satisfy *us* that it meets our highest standard of quality...to assure *you* there is nothing better in the market.

CAMERA SUNK INTO GROUND



On an Italian hillside two men sink a tiny camera and a photographic light, enclosed in an aluminum tube, into a hole in the ground. The blackboard at their feet gives some pertinent information about the site they are working.

...IT SHOWS BURIED WINE BOWL



An ancient Etruscan wine bowl is photographed underground by the small remote-controlled camera. A series of 12 similar exposures made at 30° angles showed many other jars and urns buried near this one in an ancient tomb.

...ARCHAEOLOGICAL DIGGING BEGINS



Spurred on by the promising photographs, the archaeologists set workmen to digging down to tomb's entrance. Kneeling at left is Carlo Lerici, who developed this camera technique. Archaeologist Giuseppe Moretti watches at right.

TO SEE WHAT THEY FOUND, TURN PAGE

Kick up your heels!

...be glad you're dancing
in comfort as well as style

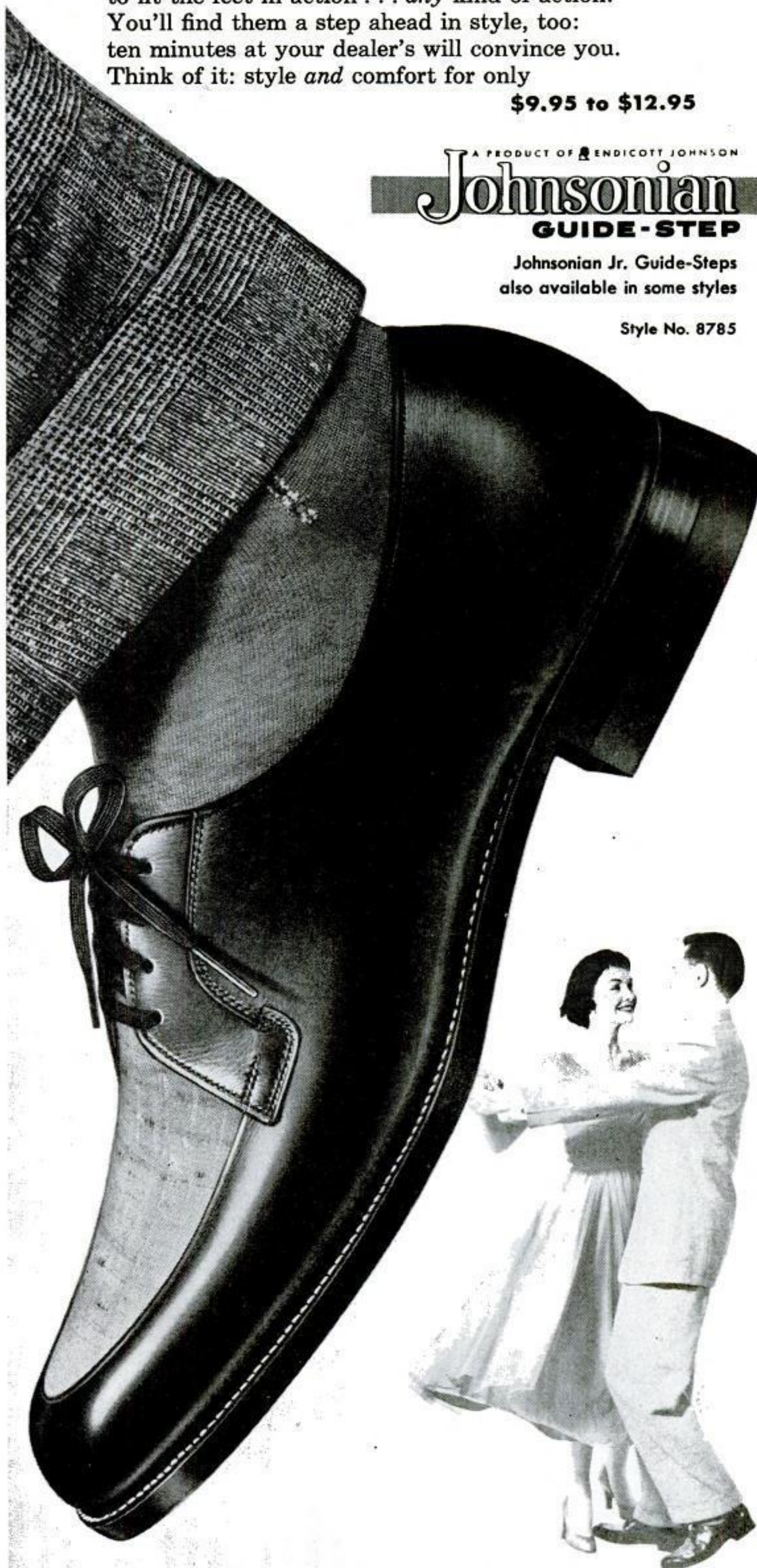
Pretty light on your feet, aren't you? Nothing to it in Johnsonian Guide-Steps... they're designed to fit the feet in action... *any* kind of action! You'll find them a step ahead in style, too: ten minutes at your dealer's will convince you. Think of it: style *and* comfort for only

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NEW METHOD YIELDS 2,500-YEAR-OLD TREASURE

Hunting for archaeological treasure in the rolling hills near Rome has its rewards but also its frustrations. The countryside is dotted with ancient Etruscan tombs, relatively easy to find and to open. This, however, makes them attractive not only to archaeologists but also to grave robbers. From Roman times the tombs have been looted repeatedly until today only one in five contains artifacts worth the expense and backbreaking work to dig out. To eliminate this frustration, an engineer and amateur archaeologist, Carlo Lerici, recently devised the method shown on the

previous page of exploring tombs with a camera. With a minimum of effort Lerici can now discover whether a tomb is worth excavating.

Within the last 10 weeks Lerici and Archaeologist Giuseppe Moretti have photographed 130 graves and opened the best 20 of them, collecting nearly 200 pieces of valuable pottery. But they found only one tomb (*below*) that had never been touched. In it, surrounded by dozens of wine cups and jars to fortify them on their journey to another world, were the skeletons of two Etruscans, placed there more than 2,500 years ago.



A RICH FIND greeted the scientists when the 2,500-year-old tomb was opened. Large bowl on shelf (*left*) is the same one photographed by the underground camera (*p. 65*). Urns for water or wine were scattered on floor, probably by a

mild earthquake, which also broke many of the wine cups (*rear*). Near the edge of the shelf at left is a jawbone with almost a complete set of teeth. Some female bones were found on this shelf and male skeleton was on the shelf at right.



THESE ARE **SPRING SPRINTERS**

First shoot of Spring...and
they're off! No warm-weather worries
for them! They've already
given their car Spring care.

These folks are all set to "spring" into Spring. They stopped in *early* for a spring tune-up and a cooling system check where they saw the new FoMoCo sign. Good thing, too. They found that by putting in new distributor points their engine would deliver *real* spring zing. Genuine Ford Distributor Points were installed... the "ventilated" points with the Triple Life! Like *all* Genuine Ford Parts, they're made right, to work right to *keep* the fun in Fords.

Get your Ford serviced regularly at Ford Dealers and selected independent garages where you see the FoMoCo sign.

Get Spring care for your Ford now



Safeguard your Ford
where you see this ^{new} sign



COLOR RECIPE: Ceiling—SPRED SATIN Decorator White 3418; Walls—SPRED SATIN Clove D-90; Furniture—SPRED LUSTRE Congo D-112 and SPRED LUSTRE Flame D-68; Floor—GLID-TONE Brown Mahogany 248 and Wheat 246 wiping stains.

Now! Color harmony guaranteed

with **SPRED SATIN**

THE LATEX WONDER WALL PAINT

and New **SPRED LUSTRE** ALL-PURPOSE ENAMEL

Use famous SPRED SATIN wall colors and new SPRED LUSTRE enamel for woodwork as harmonized in exclusive Glidden DRAMATONE system described at right; you just can't make a mistake! Glidden

DRAMATONE guarantees *perfect* color harmony! And, only Glidden gives you such durable, stay-fresh colors—so highly washable you *won't have to paint again till you want to change colors!*



DRAMATONE decorating system gives you complete color-harmony help, on the back of each big, 4" color chip. Easy-to-follow harmony guide *guarantees* you can't go wrong! Helps you harmonize with fabrics, carpeting, too!



SPRED SATIN OUTPERFORMS all other wall paints—goes on twice as fast with brush or roller, dries in 20 minutes! No brush or lap marks—touch-ups won't show. No unpleasant odor. Brush or roller cleans in water!



AMAZING ONE-COAT COVERAGE! Delicate pastel green hides brilliant stripes—proof that new SPRED LUSTRE gives better coverage with roller or brush! Resists heat, water, abuse; use *indoors or out!* One coat covers most colors.



62 NEW PASTEL AND NATURAL WOOD TONES in easy-to-apply GLID-TONE WOOD STAINS give you professional-looking wood staining with less effort. Choose from 49 new pastels, 13 natural wood tones. Use indoors or out!



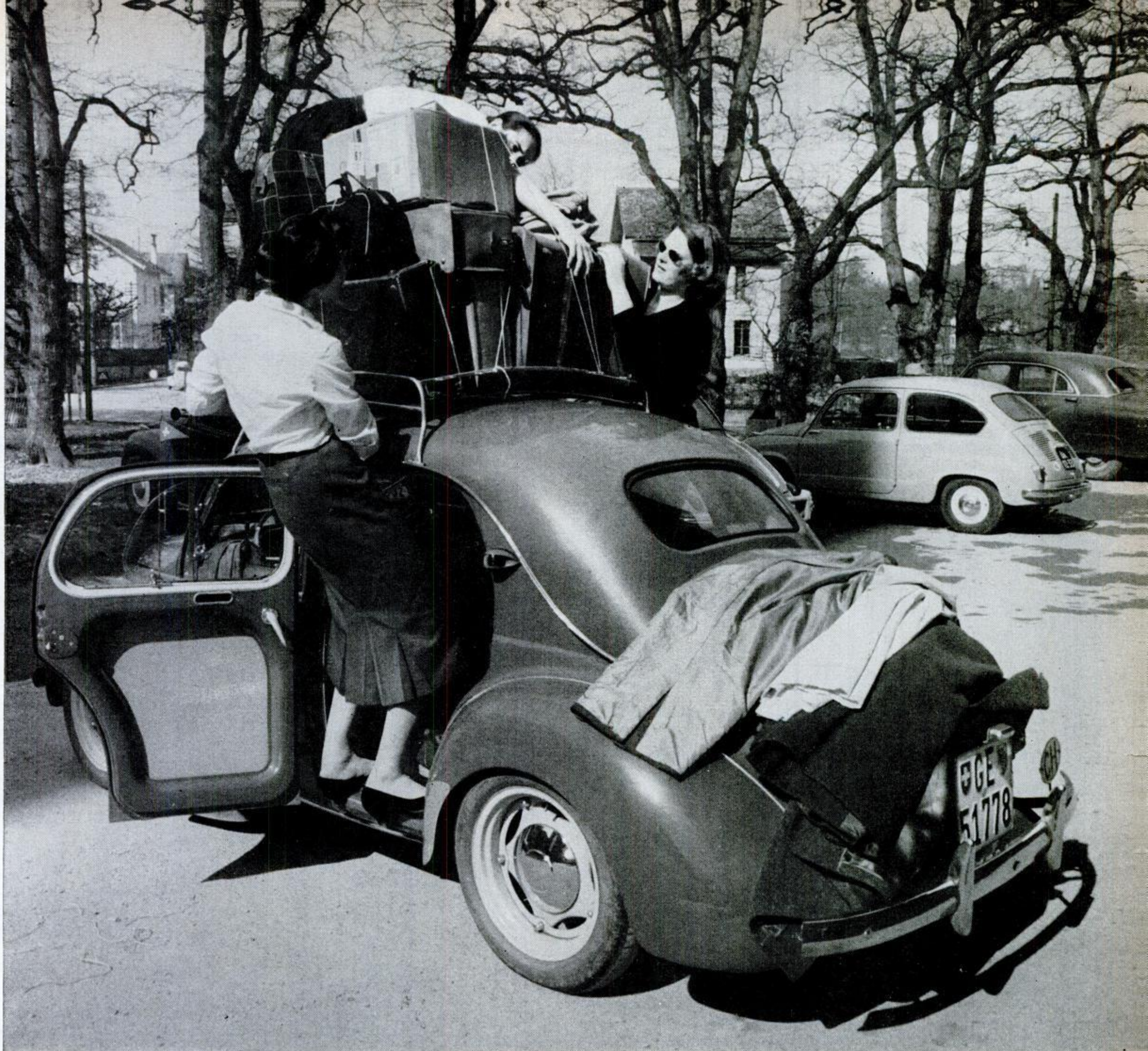
Glidden

Pacemaker in Paints

The Glidden Company • Cleveland 14, Ohio
In Canada: The Glidden Company, Ltd., Toronto, Ontario.
SPRED SATIN also sold by dealers for the following paints:
HEATH & MILLIGAN • CLIMATIC • ROYAL • T. L. BLOOD



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SHOWING HOW TO SOLVE THE SMALL CAR'S BAGGAGE PROBLEM, THREE TRAVELERS IN GENEVA WEIGH DOWN THE ROOF OF A FRENCH FOUR-CYLINDER RENAULT

FUEL-SAVING TOURIST 'BUGS'

More than ever this coming summer, the way for Americans to see Europe will be with bug and baggage. Though Americans derisively call the small European cars "bugs," they are gaining a healthy respect for the way they scoot through narrow Old World streets. They also save on gasoline which is rationed in Britain and France because of Suez and, although tourists get extra rations, very expensive. To show what their minuscule vehicles can do, European manufacturers at the International Geneva Automobile Show last month assembled 400-odd models and put them through their paces, managing to prove that the small car is not only cheap to run but also rich in comic relief.

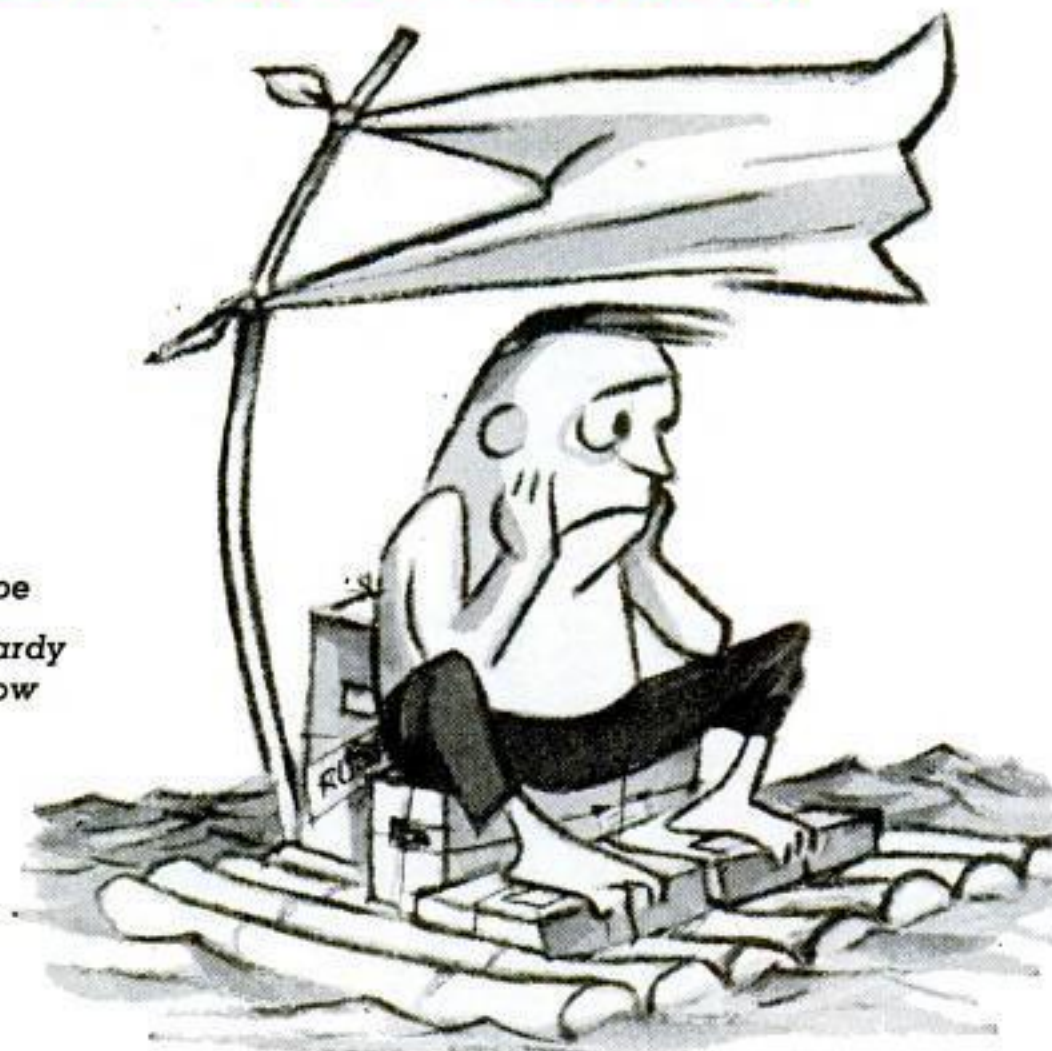


POPULAR MODELS for Americans are lined up in front of circle of European makes by Geneva's Lac Leman. They are (left to right) German Volks-wagen, British Ford, British MG, British Hillman

and Italian Fiat 600, a new model tailored for U.S. market. The hit car of Geneva show was the sleek black French Simca (right center). Grasshopper-like contraption in center is German Messerschmitt.

How to hire 42,000 experts to speed your shipping

Poor Ed was aarift
on a great raft of woe
His shippers were tardy
his shipping was slow

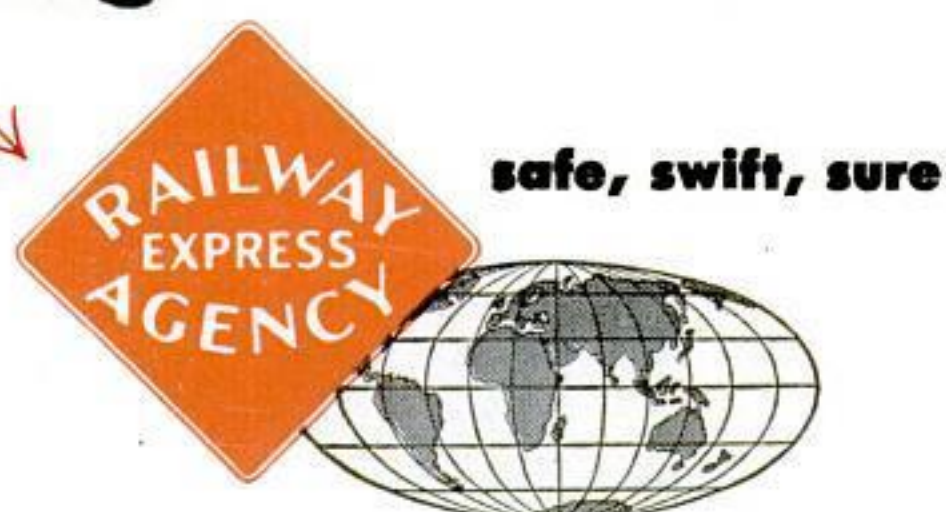


R. O'Brien



Now Eddie's been rescued,
his shipping speeds through
He calls **RAILWAY EXPRESS**—
the dependable crew!

The big difference is



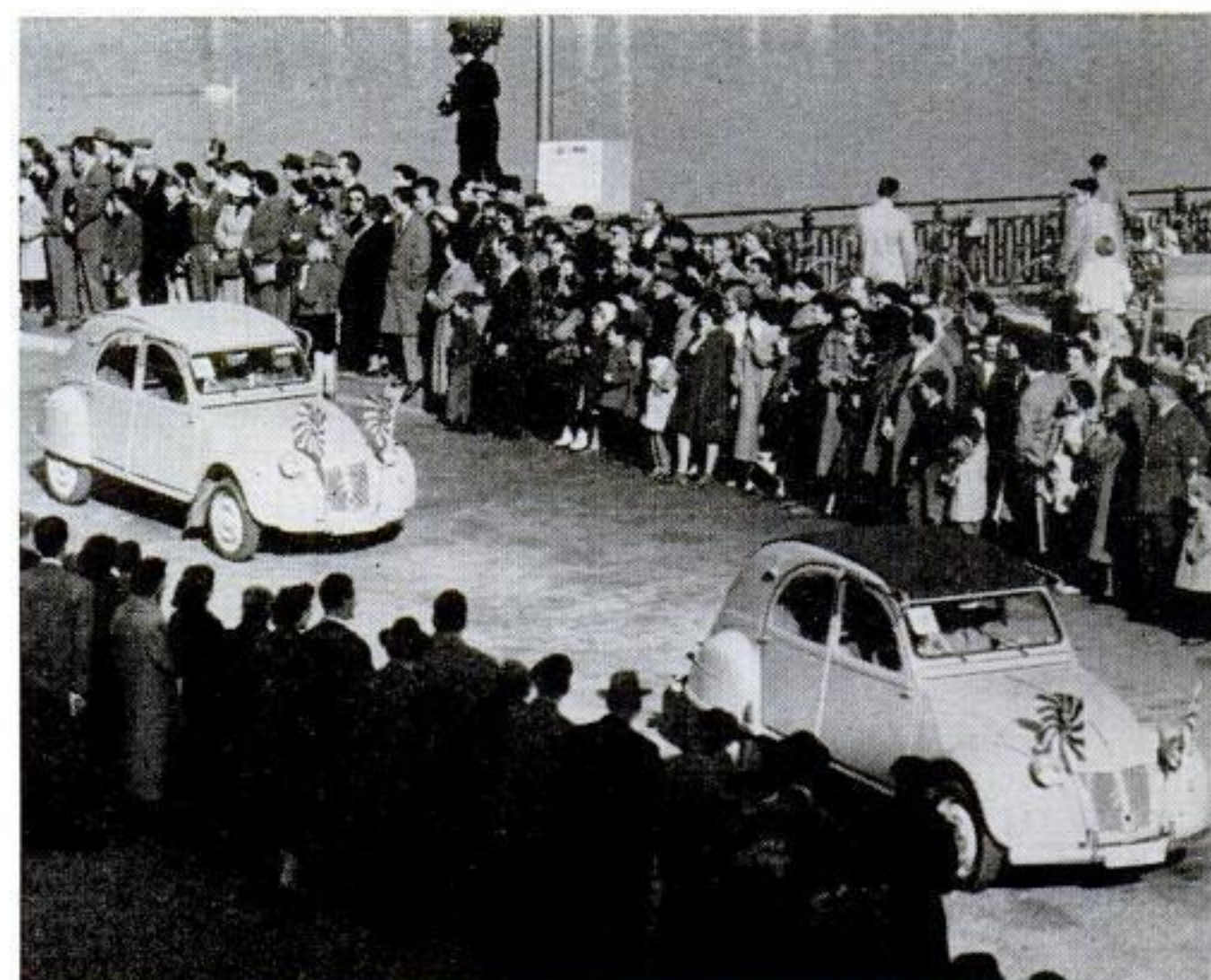
safe, swift, sure

Here's what happens whenever you specify shipment by Railway Express—efficient teamwork speeds your shipping over every mile from point of origin to final destination. The Railway Express team—42,000 strong—has but one job, and that's to serve you. That's why you can always depend on Railway Express, the complete rail-sea-air shipping service. So, whether you're sending or receiving, here or overseas—call Railway Express. You'll find it makes the big difference in speed, economy and safe, sure deliveries.

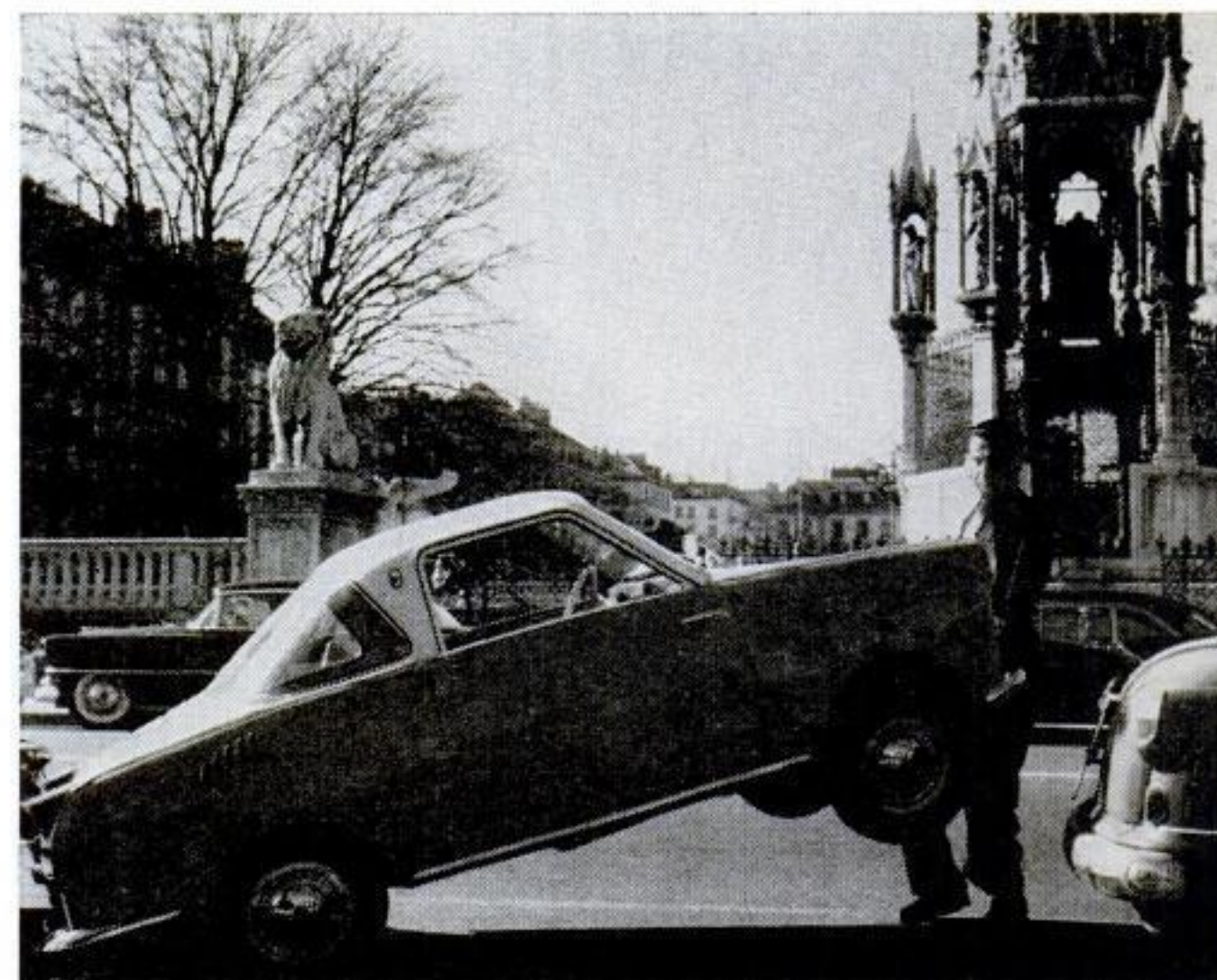
Tourist 'Bugs' CONTINUED



JACK-IN-THE-BOX CONTRAPTION, German Heinkel, has its door in the front and flap in roof through which passenger can poke head for better view.



GAS SAVERS, the French Citroën Deux Chevaux get about 55 miles on a gallon of gasoline. They develop 12 hp and can reach a speed of 60 mph.



EASY PICKUP is feature of the unusual German Goggomobil which weighs 850 pounds and is only nine feet long. It has a two-cylinder, 17-hp motor.



"Baa, baa, Black Sheep, have you any wool?"

"Yes, sir, yes, sir, - - - three bags full!

I'd trade them for Jell-O in the new flavors three-*

Deep, dark, delicious treats for deep, dark me!"

*New Black Cherry-New Black Raspberry-New Grape

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JELL-O IS A REGISTERED TRADE-MARK
OF GENERAL FOODS CORPORATION

"TOPS" for automatic cooking!

Shop at
SEARS
and save



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Automatic Roaster-Skillet Cooks 9 Ways!

Built-in thermostat "brain" controls heat so perfectly you can fry, simmer, braise, roast, bake, steam, french fry, grill—even pop corn automatically!

KENMORE—TOPS IN FASTER, MORE AUTOMATIC ELECTRIC COOKING!

You simply never had it so automatic! You can cook whole meals (bake, too) on top of this handsome 36-inch Kenmore, all automatically! Or use two automatic ovens at once! Main 20-inch wide, golden-hue oven has automatically timed control. Chrome-lined rotisserie oven barbecues, bakes or broils automatically (main oven broils, too). Top units include fast-starting unit that heats red-hot in 26 seconds; automatic unit that maintains exact pre-set heats; and giant Micro-Rocket Unit, fastest unit we know of. Only \$10 down, about \$4.75 a week in convenient monthly payments. Other 20-inch, 30-inch, 36-inch and 41-inch Kenmore Electric Ranges with many exclusive Sears features as low as \$119.95.*



Rare? Medium? Well done?

Just set the dial on the exclusive Kenmore Roto-Meat-R (in both gas and electric models). Dial tells you when meat's done to a turn.

Look while you cook!

When you open the main oven door on the electric (or rotisserie door on gas model), Ful-Vu glass inside seals oven, but lets you look!



Sears nationwide appliance service

Sears appliances are built to the highest standards. You may never need service or repairs, but if you do, our nation-wide service is as close as your phone: 6000 factory-trained men in over 1000 locations assure prompt service wherever you live, wherever you move. Sears service—free during the appliance guarantee period—is always available throughout the life of your Sears appliance. Rates are reasonable; work is fully guaranteed.

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It's no trouble at all to establish your credit at Sears. Not just on appliances, but on everything in the store! Financing is easier because you deal only with Sears. That's why Sears can save you money on low carrying charges and give you the Easy Payment Plan that best fits your budget. You can buy either the gas or electric range shown for only \$10 down and one convenient payment each month. And, once credit is established, you can go right on buying at Sears!

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New Kenmore ranges from Sears!



No More Pot Watching!

New Maid-O-Matic Fifth Burner has supersensitive "brain" element that maintains exact pre-set temperatures. Foods can't burn. Pots can't boil over.

KENMORE—NEW TOP VALUE IN FULLY AUTOMATIC GAS RANGES!

Talk about a *smart* range! This 36-inch beauty has a *perfect memory* for timing and temperature! Automatic control turns its main 20-inch wide golden-hue oven on and off. And there's automatic heat control in its large, handy rotisserie oven where meats *baste themselves* on a motorized spit! Super Jet top burners boil water almost instantly. There are two gentle-simmer burners, too. You can cook entire meals on top—or use both ovens or *two* broilers at the same time! New Visi-Bake Door on main oven! Ful-Vu Window in rotisserie. Just \$10 down, about \$3.75 a week in convenient monthly payments. Other 20-inch, 30-inch, 36-inch and 42-inch Kenmore Gas Ranges with many exclusive features from \$89.95.*



Barbecue goes modern!

Automatic rotisseries in both gas and electric models let you barbecue meals automatically. Roto-Meat-R attachment is built right into rotisserie.

5th burner converts to automatic griddle!

Simply slip griddle top over Maid-O-Matic center gas burner. 100% automatic heat control prevents burning, sticking or scorching.



Prices may vary in some areas.



LOW PRICES! SEARS DOES NOT ESTABLISH ARTIFICIALLY HIGH "LIST" PRICES IN ORDER TO ALLOW SO-CALLED "DISCOUNT" SELLING. SEARS ORIGINAL PRICES ARE LOW PRICES.

Gleaming White or Fashion-right Decorator Colors!
Sunshine Yellow • Candy Pink • Sage Green!

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You'll enjoy the friendly atmosphere of Sears Stores and Sears Catalog Sales Offices. And you'll find it convenient to shop from the Sears Catalog, in your own home, by mail or phone. Sears employees, you know, are the largest owners of the Sears business. They'll do their best to serve you well.

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NOURISHMENT
WITHOUT WEIGHT



"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-toasted rice.

"Snap-Crackle-Pop" make it fun to get the important nourishment of whole grain rice

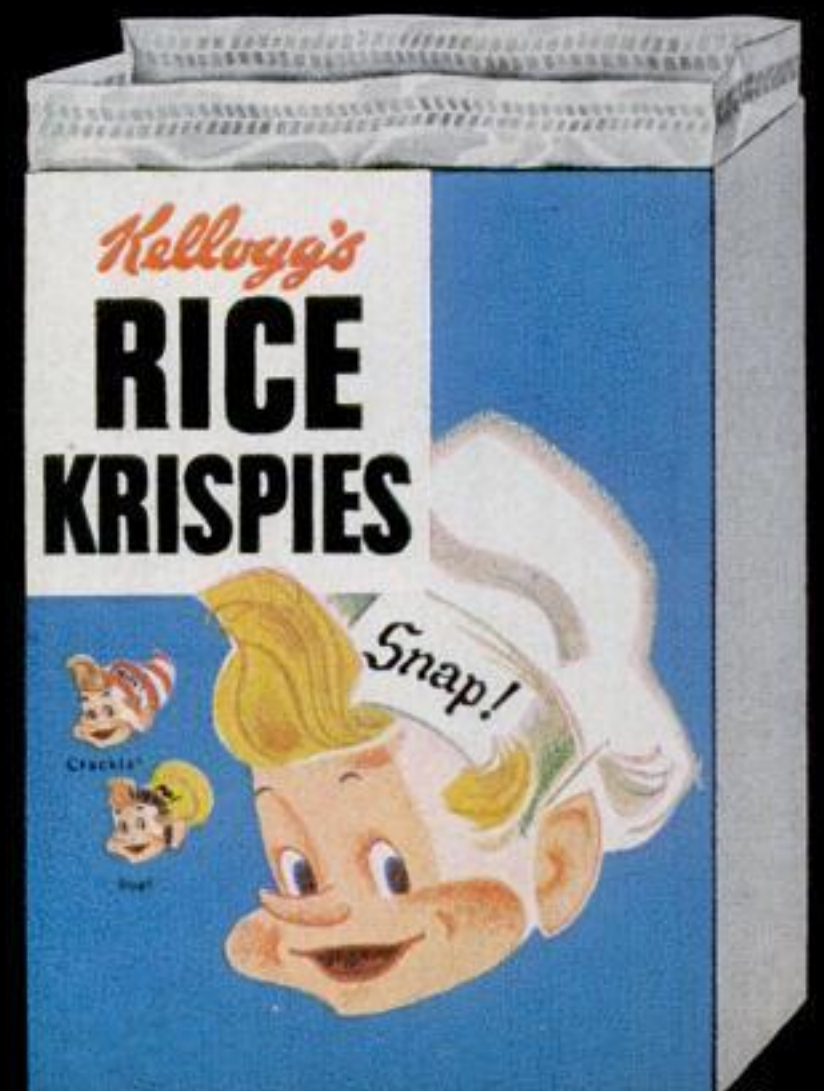
This delicately crisp cereal is so much fun to eat that many people enjoy it morning after morning without ever dreaming that they're getting the concentrated nourishment of whole grain rice.

But they do get it and so can you. Vitamins, minerals, and energy values in a form

so light that it almost floats on your spoon. The substantial nourishment—the *important* nourishment of whole grain rice in refreshingly modern form.

Shouldn't "Snap-Crackle-Pop"—the famous voices of nourishment—be talking to your family come breakfast time?

Kellogg's RICE KRISPIES





BRINGING WHALE IN from the sea on rubber raft, boatmen and divers ease it to dock. Raft was pushed under netted whale, then inflated and towed to shore.

IN BIG TANK, the whale quickly became main attraction of the oceanarium. It weighs 1,600 pounds, eats 100 pounds of squid a day. It has been named Bubbles.

THE MAMMOTH MOVING OF A SEA MAMMAL

The Marineland of the Pacific in Palos Verdes, Calif. is the largest in the world but it always had lacked something to go with its size: a live whale. No one had ever been able to capture a whale at sea and bring it in. But this year near Catalina Island, curators of the oceanarium netted a female pilot whale. The whale sounded, taking 600 feet of line and pulling the boat six miles before it tired. Then the curators got a raft under it, towed it to shore and took it in a truck to a dolphin-training tank.

The whale was so cramped in the five-foot-deep tank that its dorsal fin protruded from the water and soon it had a severe case of sun blisters. The curators had to make another massive move, this time to a 22-foot-deep tank. Now with some sea turtles, 400-pound sea bass and yellow-tails, the whale, which is 13 feet long, is doing fine, swimming around the tank and peering at the noses pressed against the glass portholes.

CONTINUED





YOU'VE GOT 2 STRIKES AGAINST YOU WHEN YOU CAN'T SEE

Why be handicapped by the uncertainties, misjudgments, mistakes, or the strain of hit-or-miss seeing? We live so much of our lives through our eyes . . . it's important to see your optometrist or ophthalmologist *regularly* for the professional examinations that help keep our changing vision up to date.

Presented as a public service in the interest of better vision, by Shuron Optical Company, Inc., Geneva, N. Y.—world's largest organization devoted exclusively to serving the ophthalmologist, optometrist and optician.

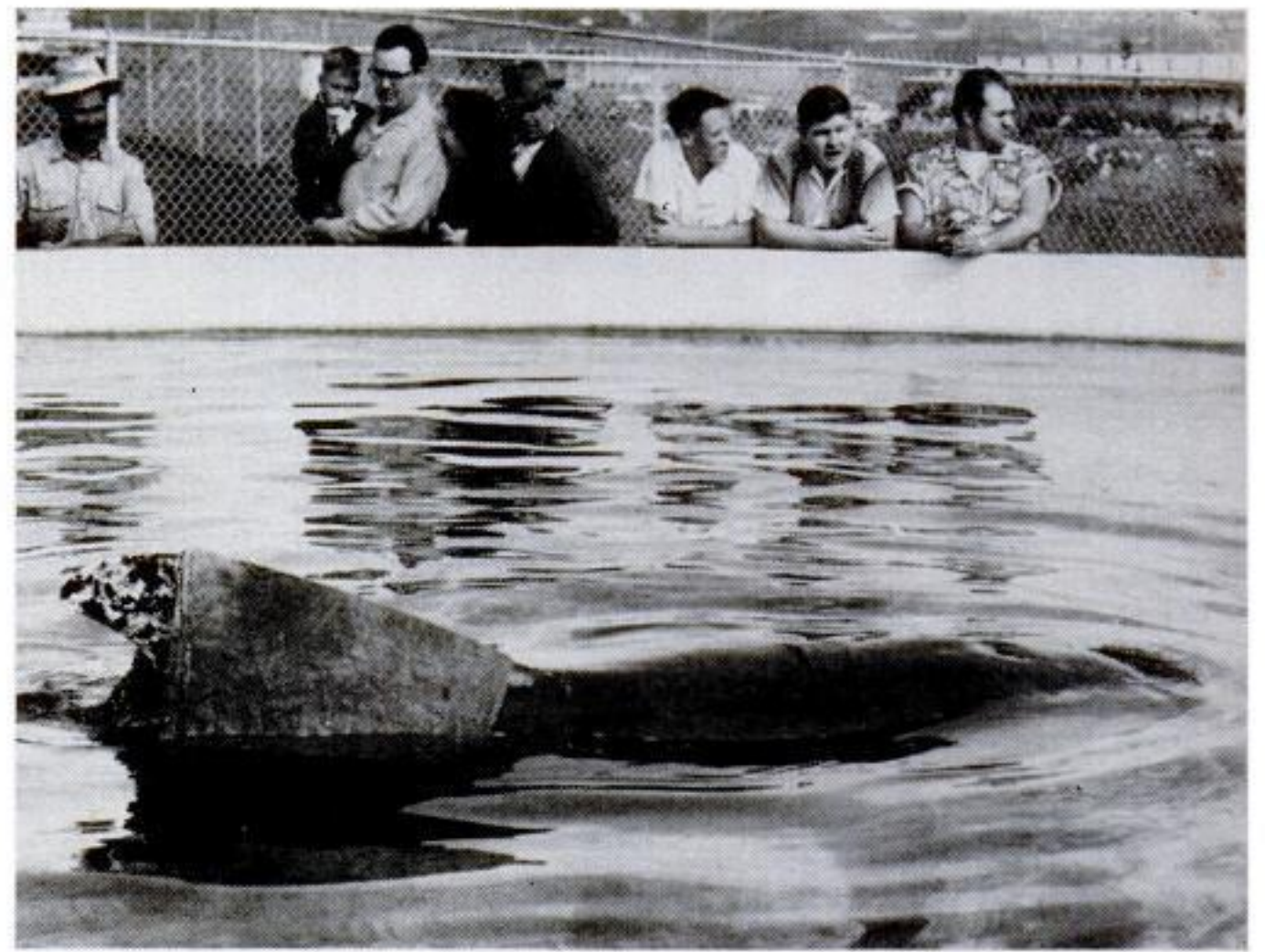


Our friends in the ophthalmic professions will recognize the umpire in black, and the catcher in white and red, as an application of the Gestalt figure-ground studies in visual perception.

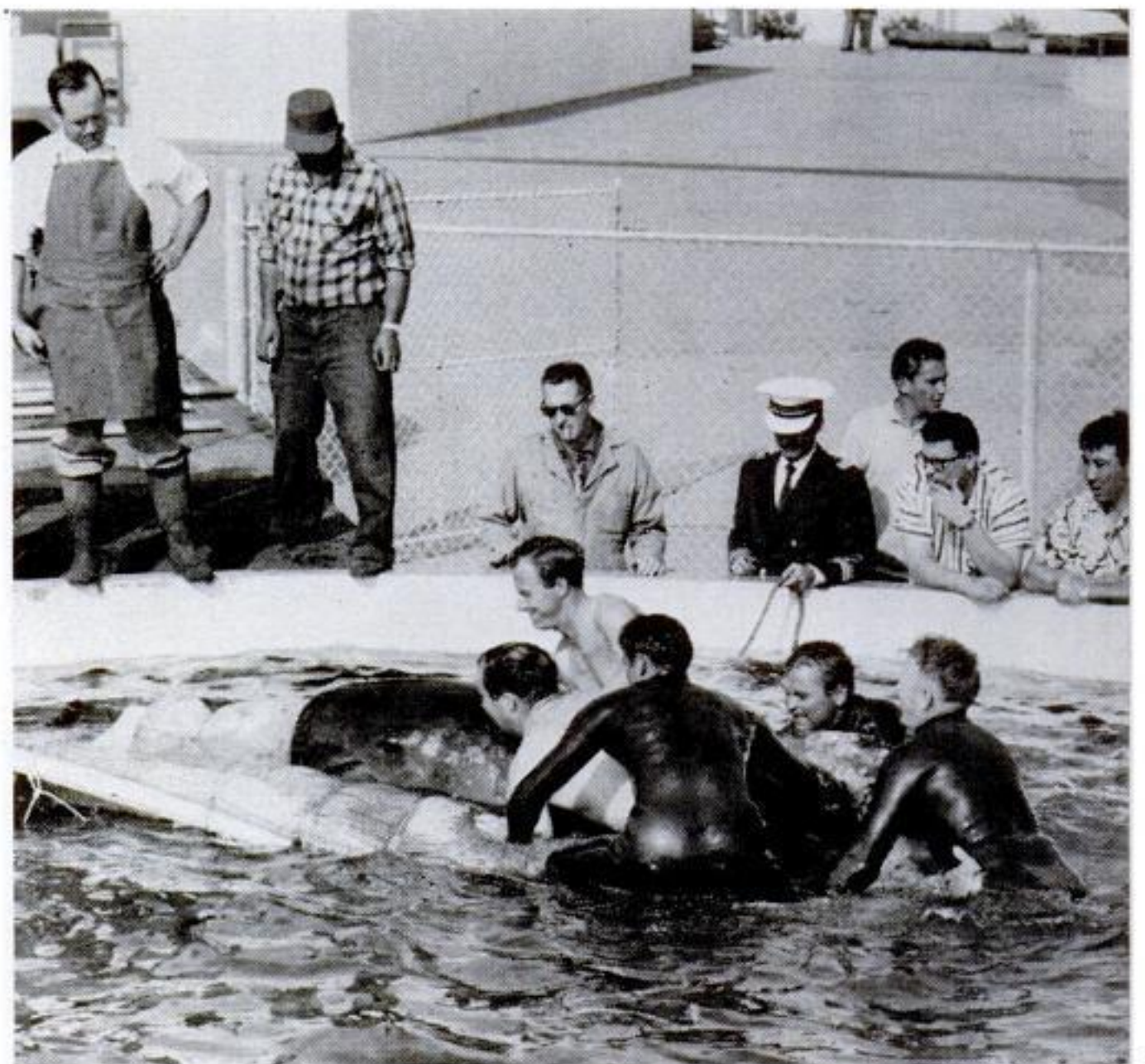
GOOD VISUAL CARE DOESN'T COST...IT PAYS!

©1957 Shuron Optical Co., Inc.

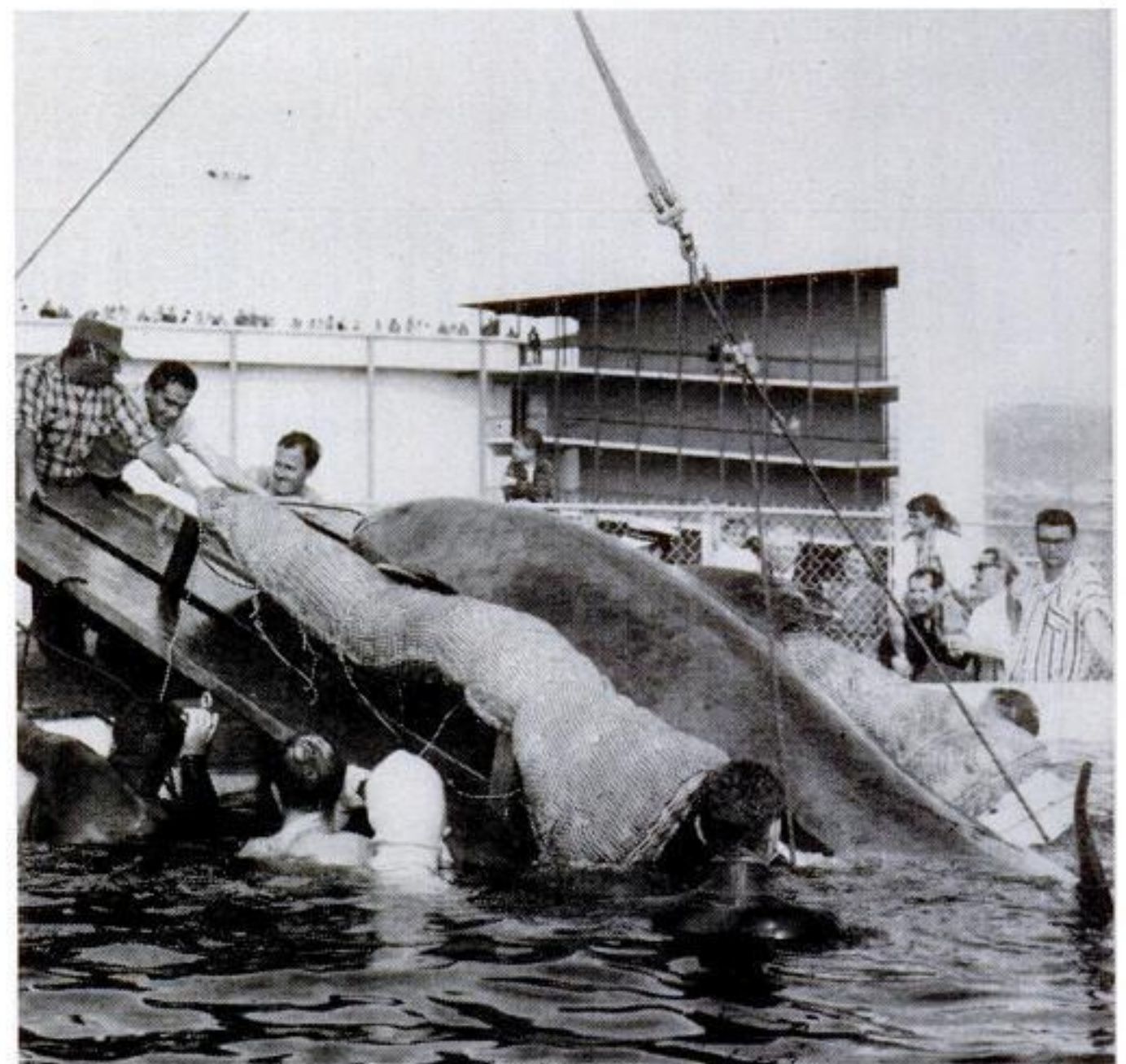
Mammoth Moving CONTINUED



SUNBURNED FIN is covered with burlap after being smeared with zinc oxide to prevent more blistering in tank too shallow for comfortable submersion.



LOADING WHALE onto mattress-covered platform, divers prepare her for move from shallow tank as Ken Norris, curator of oceanarium (left), watches.



HAULING WHALE out of water, divers get rack in position for hoisting aboard truck. Whale slipped in water first time and had to be reloaded on rack.

CONTINUED

**Now... more than ever
you're in good hands
with Allstate**



**Allstate offers new
Home Protection Plan...
at its famous low rates*!**

Here's good news for you and your family! Allstate, the company founded by Sears to give you better value auto insurance, now brings you its new Home Protection Plan**.

Whether you own or rent, Allstate's new plan can be tailored to fit *your* specific requirements. Provides broad protection against loss from fire, windstorm, explosion, burglary, theft, family liability and many other perils

—all at Allstate's *famous low rates*. Coverage can be purchased separately or in the combination that's best for you!

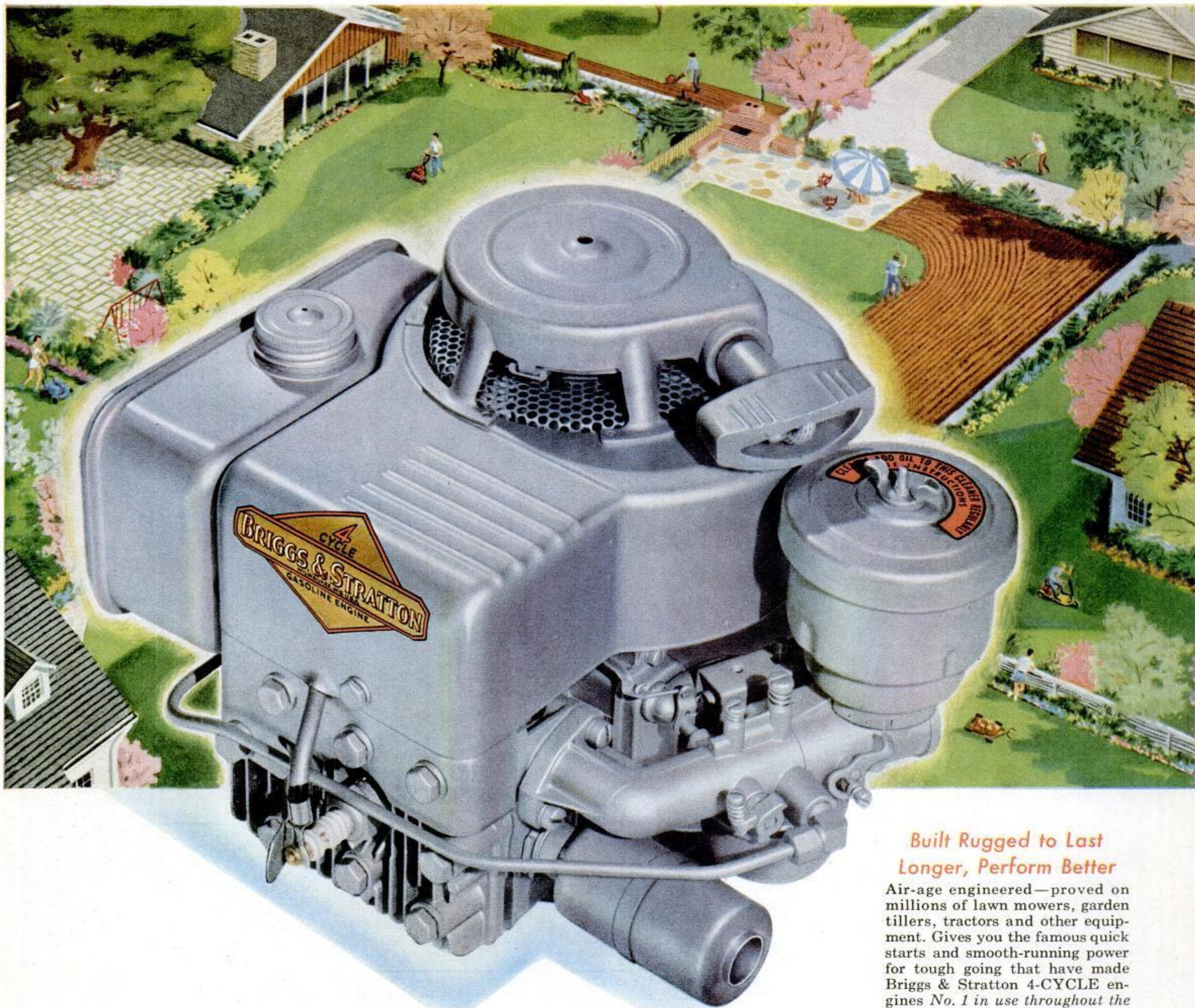
Why not place *all* your home insurance in the good hands of your Allstate Agent? Like over 3,500,000 policyholders, you'll find it really pays to have Allstate's *better value* protection. See or phone your Allstate Agent *now* for experienced guidance and complete details.

You're in good hands with . . .
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Agents offices in Sears stores, Insurance Centers and other convenient locations in the U.S.A. and Canada. Also in Honolulu, Hawaii.

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**Built Rugged to Last
Longer, Perform Better**

Air-age engineered—proved on millions of lawn mowers, garden tillers, tractors and other equipment. Gives you the famous quick starts and smooth-running power for tough going that have made Briggs & Stratton 4-CYCLE engines No. 1 in use throughout the world.

Power partners that make great products even better!

Again this year—America's quality-brand lawn mowers will be powered by Briggs & Stratton 4-CYCLE engines . . . and so will countless other products for home, farm and industry. Why? Because manufacturers of powered equipment know every Briggs & Stratton engine is built to bring out the best in their products . . . year after year. So insist on Briggs & Stratton engines on the products you buy.

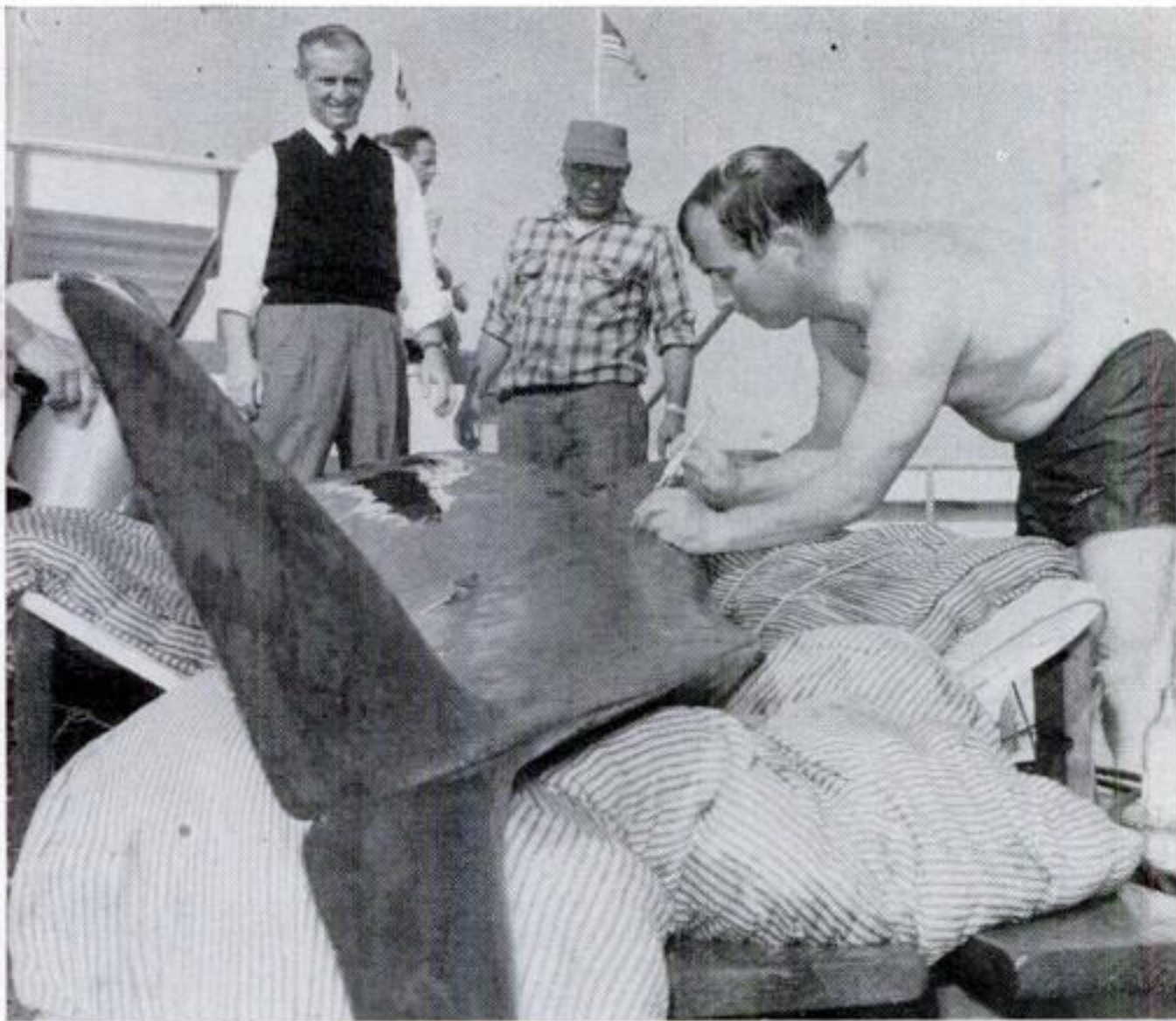


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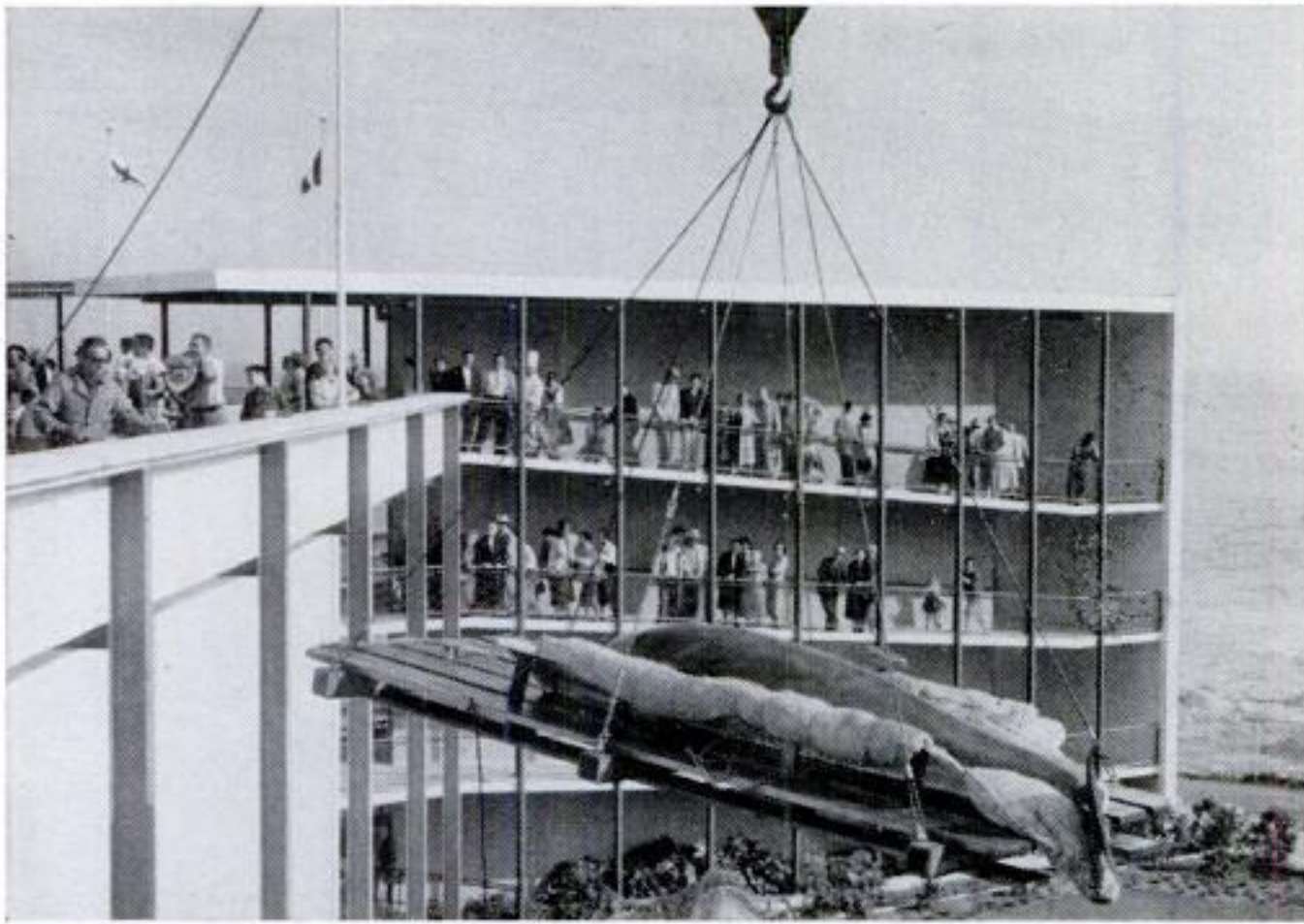
MILWAUKEE 1, WISCONSIN



WHEREVER YOU LIVE AUTHORIZED BRIGGS & STRATTON ENGINE SERVICE IS NEARBY



VITAMIN INJECTION of B complex and B¹² are given whale on shore to improve flagging appetite. She was also given sedative to calm her for trip.



HIGH IN AIR, the whale is swung up from truck over four-story back wall of oceanarium building, then let down gently into big tank as visitors watch.



IN WATER AGAIN the whale slaps its tail as divers shove raft down from under her. For moving operation whale was out of water only 15 minutes.



*Drain away that
roof water with*

ORANGEBURG[®] **ROOT-PROOF PIPE**

Roof-water splashing down causes damp basements...flooded crawl spaces...puddles in the yard. The *modern* drain line to carry this water away, before it creates trouble, is Orangeburg Root-Proof Pipe.

Modern because Orangeburg installs easily, economically. Taperweld[®] Joints seal *root-proof* with a few taps...no cement or compounds. Light 8-foot lengths are easy to handle...save costs.

Lines 50 years old, operating like new today, prove you can install Orangeburg and forget it. Over 250,000,000 feet are in service from coast to coast.

Building, buying or modernizing this year? Ask your contractor to install Orangeburg. It will save you trouble and money.

Orangeburg Root-Proof Pipe is ideal, too, for house sewers, septic tank connections, storm drains. Orangeburg also comes Perforated for foundation drains, septic tank filter fields, draining wet spots.

See your dealer or write Dept. L-47 for facts.
ORANGEBURG MANUFACTURING CO., INC.
ORANGEBURG, N. Y. NEWARK, CALIF.

"I use the
3" size on
many jobs."



Look for the **ORANGEBURG[®]**
Brand Name on Pipe and Fittings



IN UNIFORMS military teacher-trainees line up on campus. They include a retired general, six colonels, two Navy commanders, reserve Air Force captain.



IN MUFTI same group is briefed by San Francisco State education professor, Dr. Jerry Disque. Most of the ex-officers are West Point and Annapolis men.



TRYING OUT NEW SKILLS, 52-YEAR-OLD COLONEL BROOKNER BRADY TEACHES SCIENCE IN PRACTICE CLASS AT SAN FRANCISCO'S POLYTECHNIC HIGH SCHOOL.



LEFT-HANDED SALUTE greets Colonel Frank Fraser on campus steps.

BRASS IN THE CLASS

Ex-officers start on a second career as schoolteachers

Crusty voices which once commanded battalions and warships into action were booming again last week but in the peaceful surroundings of San Francisco classrooms. They belonged to a small group of officers, retired or in reserves, who are launching new careers in teaching.

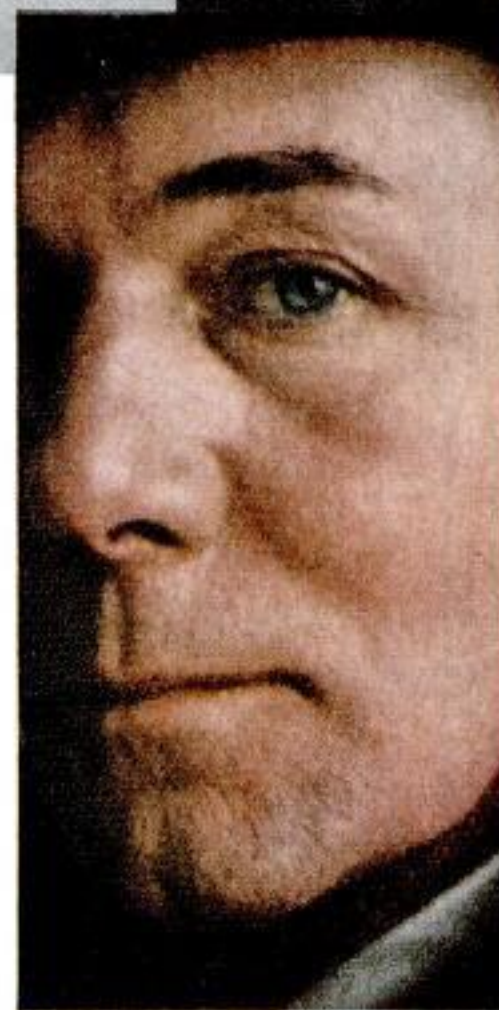
These formidable academic recruits, now learning their new trade at San Francisco State College, are taking part in a project to tap the immense reservoir of retired military manpower and thus help relieve the country's teacher shortage. Military men often have as many as 20 productive years ahead of them

after they finish their tour of duty in the services.

The chief worry of school officials has been that the veterans would bring their old parade ground manner into classrooms. Instead, in their practice classes, they have turned out to be understanding teachers, expert at handling teen-agers. Their backs, beneath their civilian jackets, are as ramrod stiff as ever but they have relaxed enough to enjoy good-natured ribbing by their younger fellow students (*left*). This summer, after they graduate they will provide a fresh supply of top-notch mathematics and science teachers for California's public schools.



MICHAEL REDGRAVE, DISTINGUISHED ACTOR OF STAGE AND SCREEN



Michael Redgrave also plays the perfect host... with Heublein Manhattans

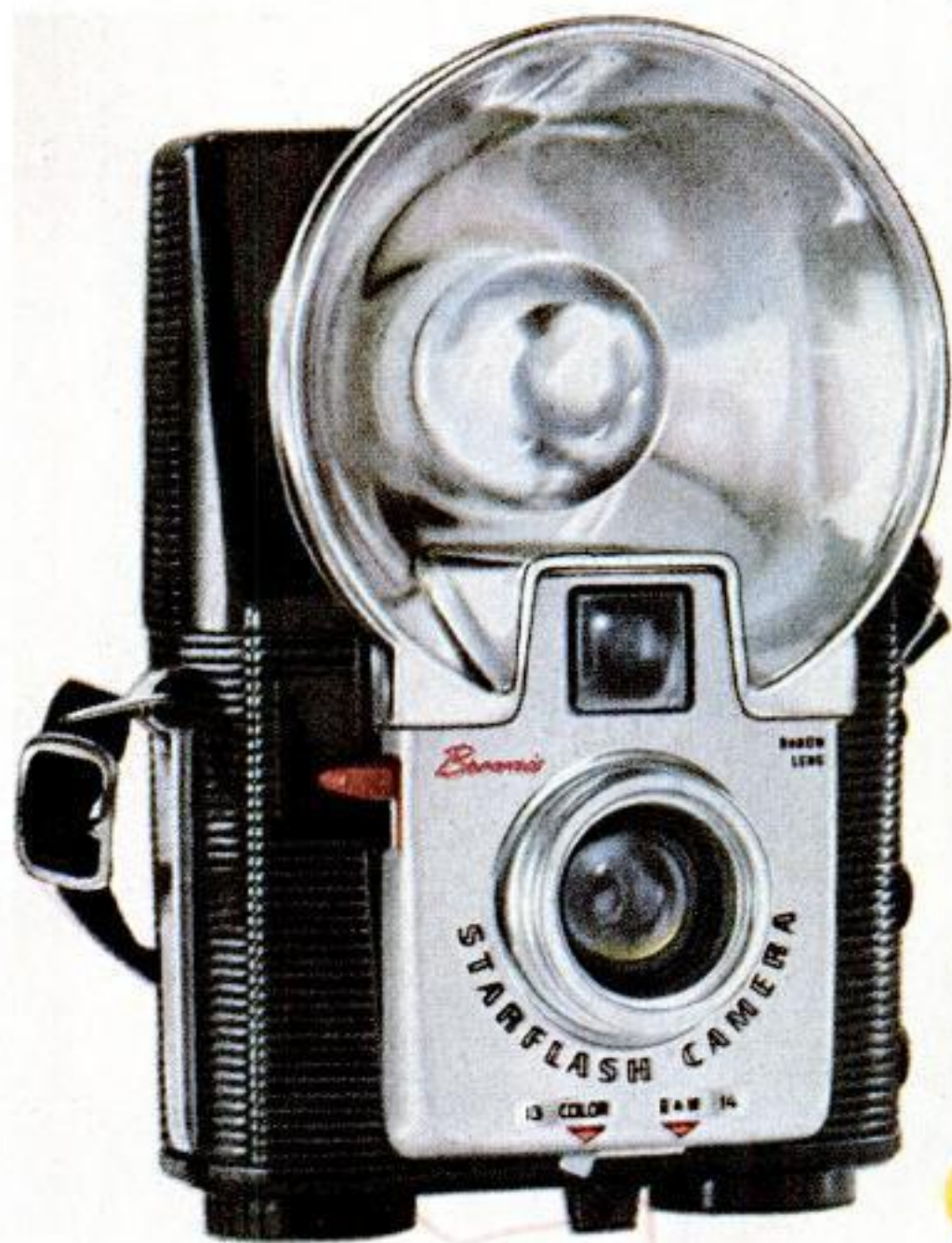
A smooth performance is always assured with Heublein Manhattans. You know that each of your cocktails will be perfect. And what's even more reassuring, your guests know it, too! For hearty, satisfying Manhattans or Martinis on-the-rocks, simply pour over ice right from the Heublein bottle. Or chill with ice and serve in traditional cocktail glasses. Heublein Cocktails come fresh from the world's largest bar... made with choicest liquors...proportioned expertly to today's taste. Keep a variety on hand. G. F. HEUBLEIN & BRO., HARTFORD, CONN.

MANHATTANS, 65 PROOF; EXTRA DRY MARTINIS, 75 PROOF; VODKA MARTINIS, 70 PROOF AND SIX OTHER POPULAR KINDS

And for after dinner: Heublein full-flavored Cordials. 20 kinds, all at welcome domestic prices.

**HEUBLEIN
COCKTAILS**
FULL-STRENGTH • READY-TO-SERVE





3



1



2



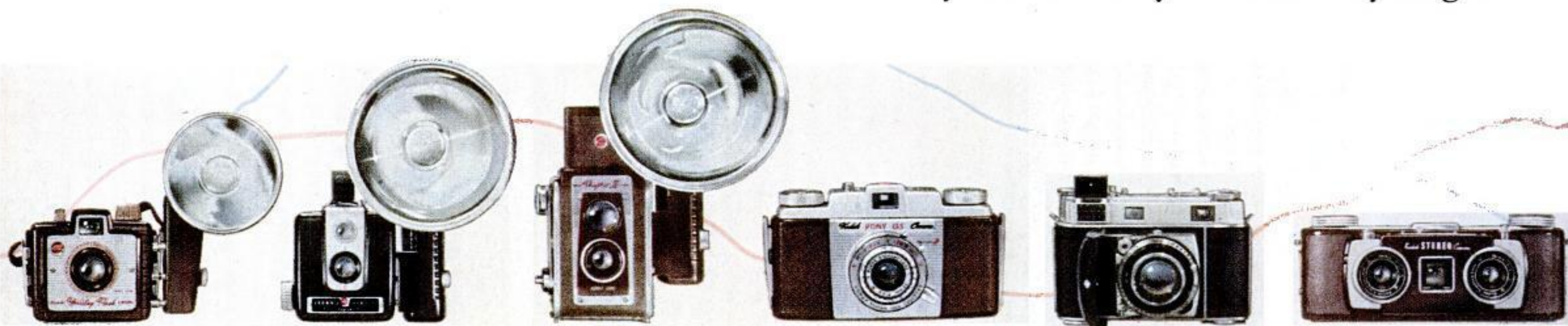
1 *New* Brownie Star Cameras take color slides, too! First Brownie cameras designed to give you all three: lifelike color snapshots . . . crisp black-and-whites . . . and beautiful color slides. And they're priced at only \$8.50 and \$9.95 . . . or as little as \$1 down.

2 *New* Kodak Rotary Flashholder holds six low-cost M2 midget flashbulbs—fires them one at a time without reloading! Ejects all used bulbs at once. Two models to fit nearly all flash-synchronized cameras. Less batteries, \$9.95 and \$11.95 . . . or as little as \$1 down.

3 *New* Kodak 300 Projector is ultra-portable, ultra-modern in design. Carries like a briefcase, yet it shows slides full screen—even in a small room. Far brighter, too. With smooth, simple new Kodak Readymatic Changer, \$59.50 . . . or as little as \$5.95 down.

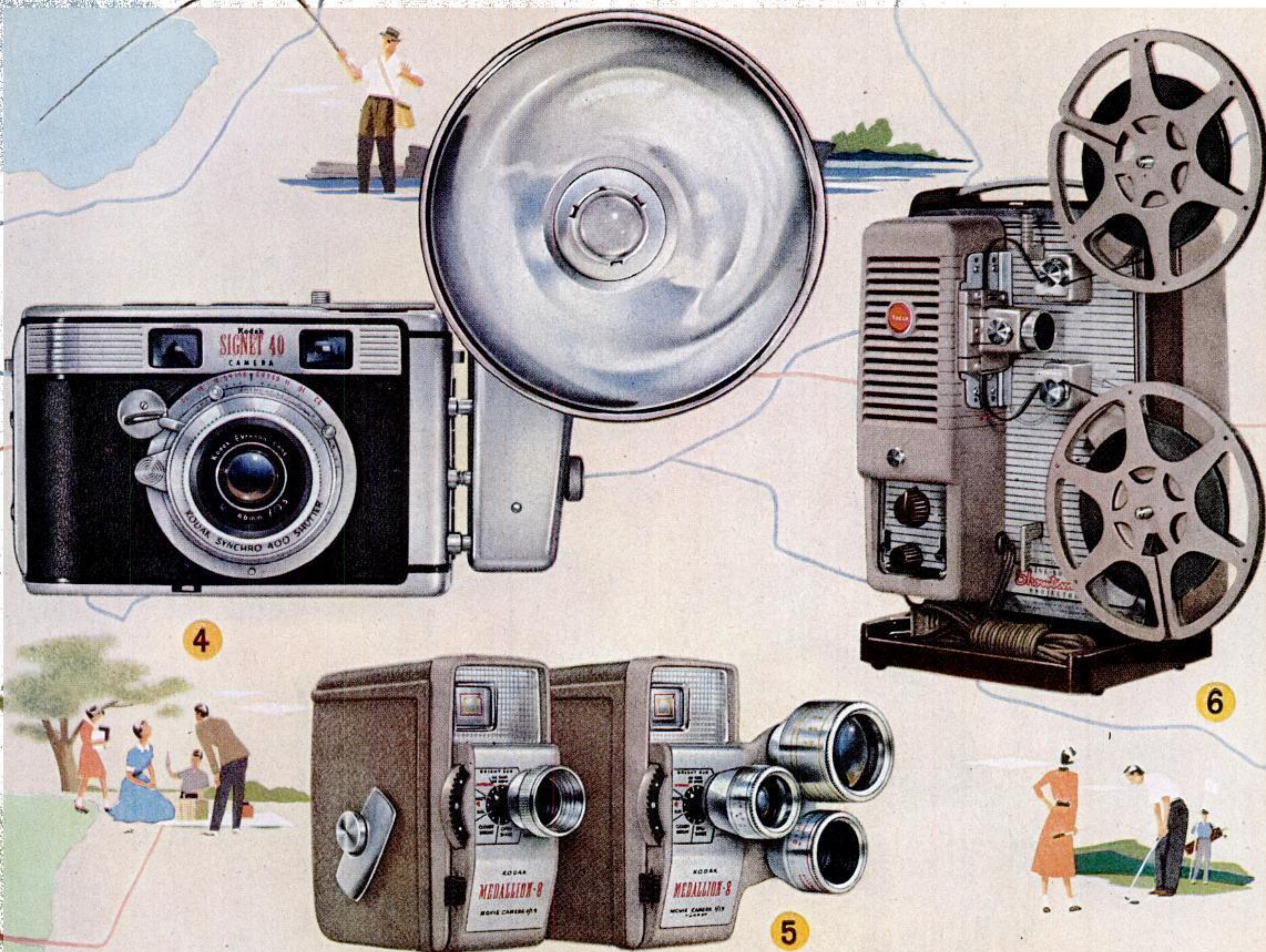
From Kodak—a wonderful

Now is picture time—with bright new ideas, remarkable new products designed to make photography easier and more enjoyable for you. And they're made by Kodak—so you know they're good!



Easy-to-use snapshot cameras, from left: compact Brownie Holiday Flash Camera, \$4.95; world-famous Brownie Hawkeye Flash Camera, \$7.95; Kodak Duaflex IV Flash Camera, with pre-view finder, \$16.95. (Flashholders from \$3.50.)

Smart, sure color-slide cameras: Kodak Pony 135 Camera, easy way to start in 35mm photography, \$36.50; Kodak Retina IIIC Camera, basis of complete photographic system, \$165; Kodak Stereo Camera, for 3-dimensional pictures, \$84.50.



4 *New* Kodak Signet 40 Camera gets color slides with remarkable ease! So smart, so simple, so sure! Quick-action thumb lever advances film. Dual-reflector flash system gets maximum brilliance with all midget bulbs. Complete, \$69 . . . or as little as \$7 down.

5 *New* Kodak Medallion 8 Cameras are Kodak's easiest-to-use movie makers ever! Weigh 23 ounces, magazine-load in 3 seconds. New exposure dial. Pre-focused lenses. With fast f/1.9 lens \$99.50, or as little as \$10 down. Turret f/1.9 \$149.50 complete, or \$15 down.

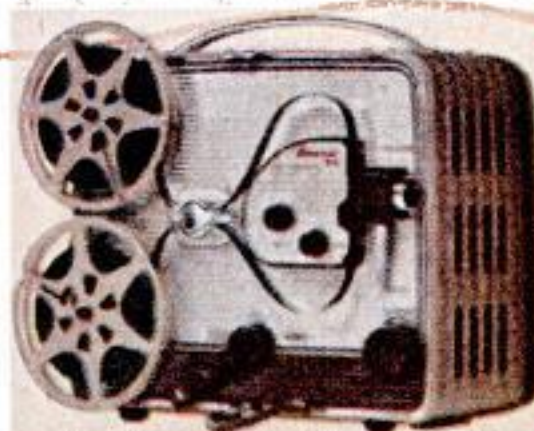
6 *New* Cine-Kodak Showtime 8 Projector shows 8mm movies 5 feet wide! New model features variable speed control. Half-hour shows with one simplified loading. "Stills" and reverse-action, too. \$129.50, or as little as \$12.95 down. Standard model \$115, or \$11.50 down.

new world of picture taking!

Kodak presents the big new idea in photography: picture taking designed for today's living—carefree, easy, and relaxed—yet surer and quicker than ever.

New cameras and films, new projectors and flash—all are a part of this exciting new idea.

Step into this Wonderful New World of Picture Taking at your photo dealer's. He'll be happy to demonstrate these exciting new products. Ask about small down payment and easy terms. (*Prices are list, include Federal Tax where applicable and are subject to change without notice.*)



Precision-built movie cameras: Brownie Movie Camera, f/2.7, \$29.95; Brownie Movie Camera, Turret f/1.9, \$79.50 complete; Cine-Kodak K-100 Turret Camera (16mm), with standard f/1.9 lens, \$315.

Top value movie projectors: economical 8mm Brownie 300 Movie Projector, \$62; superb 16mm Kodalite Royal Projector, \$275.00.

Famous films: new Kodak Verichrome Pan Film, new Kodachrome Film, Kodak Ektachrome Film, Kodachrome Film.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.

Kodak
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Tells you how to
plant and grow your
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NEW BRUNSWICK, NEW JERSEY

Ear Holes for Beauty

A FAD HITS MEMPHIS

The fad for getting ears pierced to accommodate earrings, an old custom largely discarded in the U.S., has been cropping up across the country from time to time and has now hit Memphis, Tenn. There it has brought on a small boom in the sale of old-fashioned earrings and a rash of ear-piercing parties. Since piercing is fairly painless, the process becomes a kind of do-it-yourself surgery, with girls getting together to do it for each other. When Mollie Smith (*right*), a student nurse at St. Joseph Hospital, had her ears pierced a friend, Tessie Jones, first put ice cubes to the lobe to deaden pain, then pushed a needle through the ear into a cork.

Old-fashioned earrings, their advocates believe, are better than other varieties which either pinch or fall off. But unless the needles used in piercing are properly sterilized and the holes properly cared for, infection can set in.

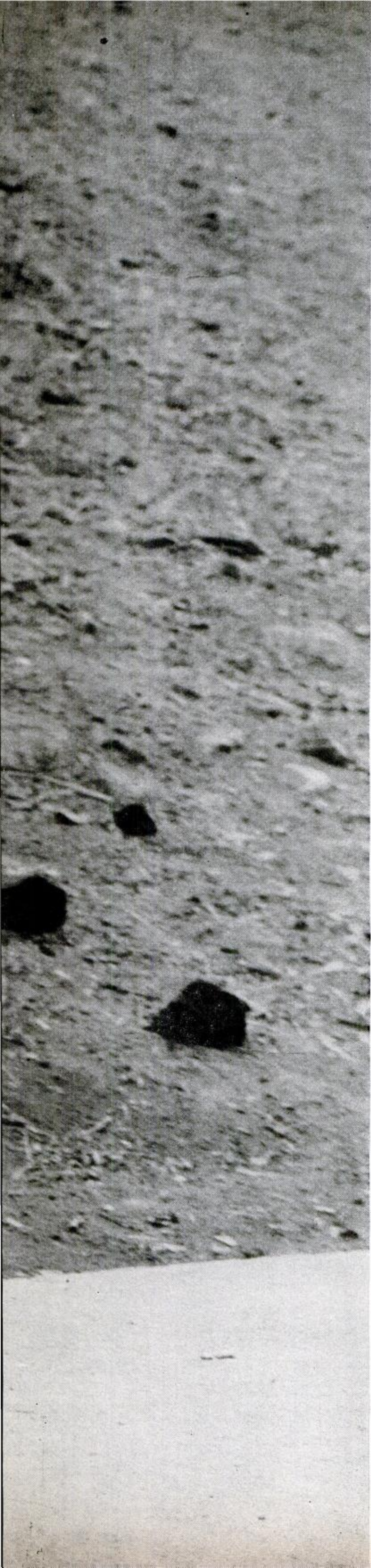


EAR THREADING is last step in piercing operation. Thread is left to keep hole open till skin heals.

PIERCED AND PLEASED Ida Sharp (*below*), 9, shows off her earrings to two unimpressed chums.







Some insurance is for being alone. Equitable's Living Insurance is for being together, too.

Love has a very long pair of arms. All the things a family needs to feel snug and warm and unafraid lie within its embrace. *Living Insurance* is one of them.

In fact, here is the best hold on happiness that your family — and you — could have. Because Equitable offers a good deal more than protection in case of trouble. It can help you fulfill, truly, the plans closest to your heart. For your children's education. For your retirement.

Living Insurance can provide money for business emergencies, money for big medical bills. It can help you enjoy a life free of worry, with good prospects guaranteed. *For Living Insurance means benefits for the living. Benefits for you, while you live. If you die, benefits for those who live on after you.* Why not see the Man from Equitable?

Living Insurance by Equitable

The Equitable Life Assurance Society of the U. S.
393 Seventh Avenue, New York 1, N. Y.



"We two" photographed
by Gini Stoll



Fun, Fashions, Photographic Tricks

HEPBURN AND ASTAIRE MAKE A NEW 'FUNNY FACE'

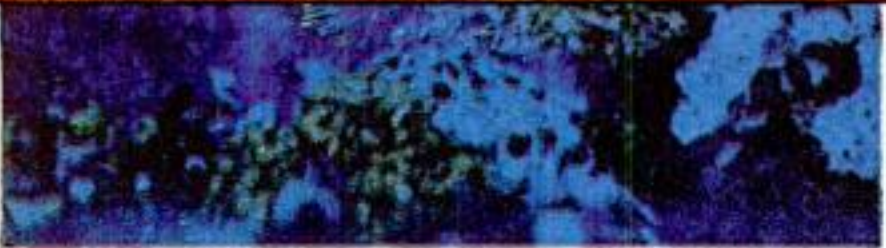
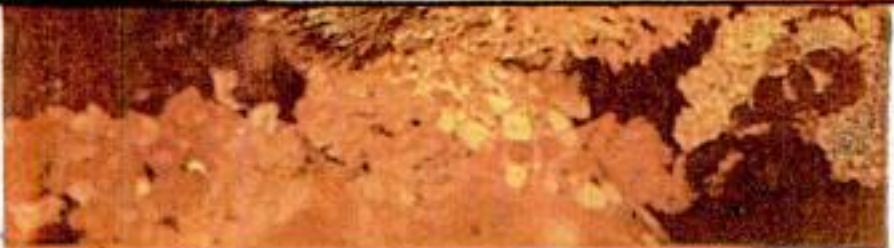
From the eerie shadows of a photographer's dark-room a picture of Audrey Hepburn's lovely features (*above*) emerges and a high-fashion model starts her career in Paramount's new musical, *Funny Face*. A story about a reluctant mannequin and a photographer, *Funny Face* is a movie enlivened by many bewitching photographic tricks. Some, like the play with color on the opposite page, were dreamed up by Dick Avedon, famous fashion photographer who took the pictures on these pages and who is

the real-life counterpart of Dick Avery, the photographer-hero of the movie.

Playing Avery, Fred Astaire (*right*) is as nimble in 1957 as he was in 1927 when he danced a *Funny Face* on Broadway and sang Gershwin's *'S Wonderful*. But this *Funny Face* has a new plot, additional tunes by Producer Roger Edens, supersmooth direction by Stanley Donen, now one of Hollywood's two or three best musical directors, and a new and delightful look at Audrey Hepburn, dancing.



COLOR STUNT in film suggests some of the various color separations that, printed one on top of the other in a fashion magazine, finally result in a full-color picture of Audrey in a Paris flower market.



BETWEEN SCENES on location Astaire mimics a fashion photographer's acrobatic manners while Audrey sits lounging in her grand ballroom gown, protecting herself against the drafts with a shawl.



ALONG SEINE in summer outfit of white slacks, bolero and tall straw sun hat, Audrey fishes from a river barge. She even manages to do what almost no angler on the Seine ever does. She catches a fish.



'FUNNY FACE' CONTINUED

Rich style in stylish city

Funny Face, which was largely made in Paris, gleams with lovely vistas of the French city and some elegant views of French fashions. The clothes Audrey Hepburn wears were designed by the young prodigy of couture, the Marquis de Givenchy. The way she wears them proves Audrey would have made a fine real-life mannequin. With professional flair she poses in everything from playclothes to high-styled gowns. De Givenchy talks of her enthusiastically. Audrey, he says, "is young, alive, lean-bodied, the person who best wears fine clothes."





AT A STATION, Gare du Nord in Paris, half hidden in the steam, Audrey wears a severe street costume of beige linen and tops it with a casque hat. She carries extra clothes in model's straw suitcase.

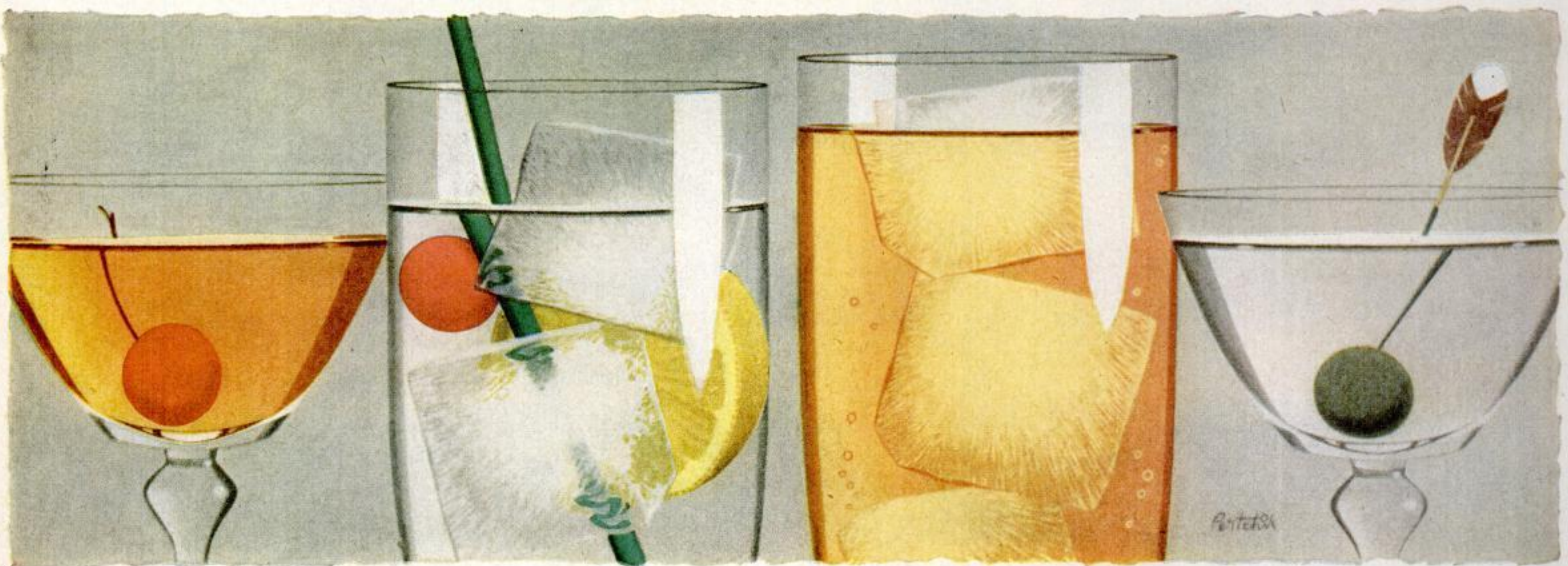
AT THE OPERA, while the Garde Républicaine in its brilliant uniforms stands at stiff attention, Audrey floats down the grand stairway in a white lace evening dress, a taffeta cape and a chignon hat.



What? Gin "on the rocks," too?



Yes, whiskey or gin, Fleischmann's is so smooth you'll like it straight!



And Fleischmann smoothness means perfect mixed drinks every time!

FLEISCHMANN'S PREFERRED • BLENDED WHISKEY • 90 PROOF • 65% GRAIN NEUTRAL SPIRITS • FLEISCHMANN'S GIN • 90 PROOF • DISTILLED FROM AMERICAN GRAIN • THE FLEISCHMANN DISTILLING CORPORATION, NEW YORK CITY

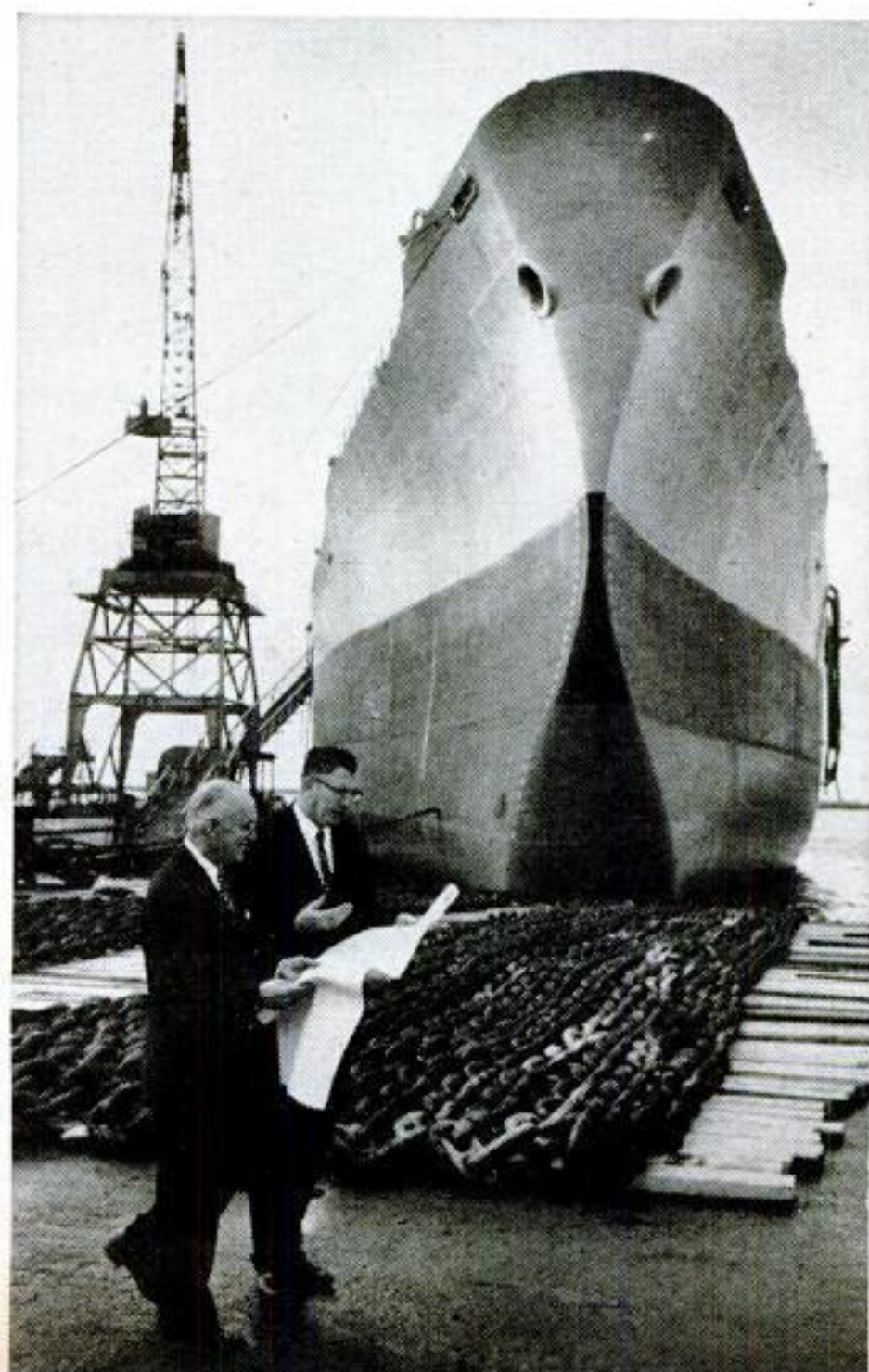


SITTING on old bench in Choctaw County Courthouse, where he served as circuit judge, Governor Coleman muses on the dangers ahead for Mississippi.

"Mississippi has been totally ruined once on the race question. God forbid that it should be allowed to happen again. We owe it to both races—and indeed to the entire United States—to see that it doesn't. Under a weak or frenzied leadership this state could be a battleground."

IN PASCAGOULA, on the Gulf, he visits newly built Navy tanker. His program for industry brought 48 new plants to state last year.

"Our transition from agriculture to industry could be harmful to us temporarily but we have no alternative and we need more industry or we won't be able to stop our people going north. In 1956 alone 40,000 left the state."



The Bayou State's Big Booster

ONCE there was a time when every door in the U.S. government was open to Mississippi—now it's hard to find any that aren't closed. What we must do is destroy the inferiority complex that is plaguing our state and regain our full stature in the councils of the nation. It isn't going to be done by weaklings making a lot of noise. It can only be done by calm and reasonable men." Mississippi's big (230 pounds, 6 feet 2) shambling governor, James Plemon Coleman, who was saying this, is a reasonably calm man and no weakling. As confirmed a segregationist as any of his fellow governors in the South ("Integration is no more possible here than it is for the Mississippi to run uphill"), Coleman would far rather talk about the economic growth of Mississippi than about the race issue. He will not support the White

CONTINUED

you're a man alive in a CLIPPER CRAFT suit



Passersby notice . . . for you're going somewhere important. It's that stride of assurance, a reflection of your inner confidence of being well-suited in a Clipper Craft suit. Designed for distinction . . . correctly cut . . . and with that soft feeling of luxury.

The price? — The amazingly low result of the Clipper Craft plan, combining the purchasing power of 1226 stores to keep you best-dressed for less.

\$50. TO \$59.95

For the store nearest you, write: Dept. L-47
CLIPPER CRAFT CLOTHES
18 Station Street, Boston 20, Massachusetts



IN SENATE, Coleman, who pushed almost entire program through last year, talks with state senators.

"Politics is personal business and when the legislature is in session I'm in that business 100%, in the capitol's halls, in the rotunda or in my office."



HE VISITS classes in new Negro school (top) and white counterpart in Moss Point. Ten-year

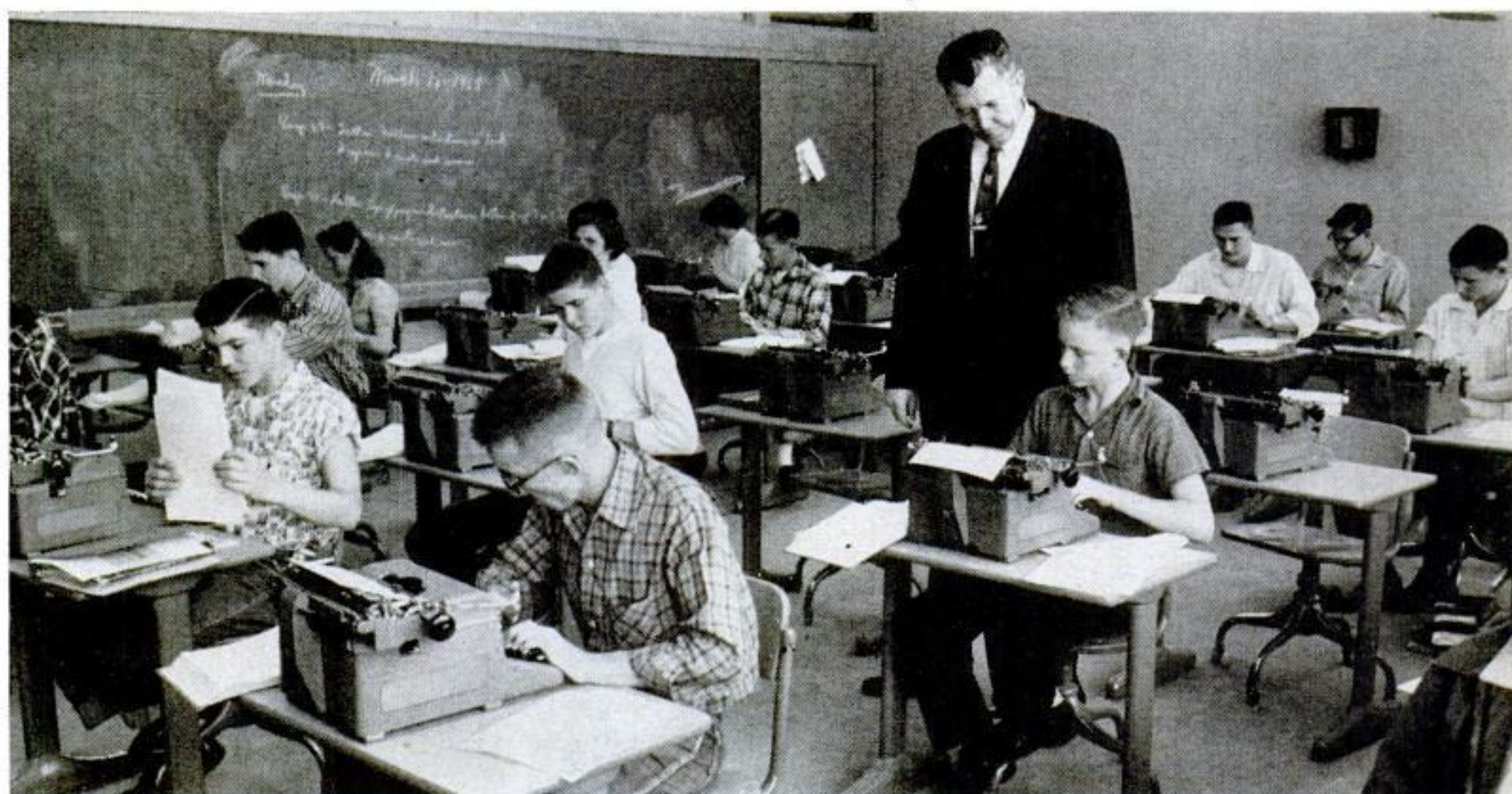
"This is the point on which the whole case turns. With better education the Negro will improve himself economically. Having found

BIG BOOSTER CONTINUED

Citizens' Councils and has declared that "if a man like John Kasper ever enters the state he'll have a butterfly net around him before he gets his mouth open."

By a combination of personal drive and some shrewd politicking J.P. has bulldozed through his legislature more overdue reforms in a year than his predecessors did in decades. Most of these reforms are aimed at attracting industry to the Bayou State. And this week, in case industry does not get the idea, the governor is setting off for a personal selling tour in New York and Chicago.

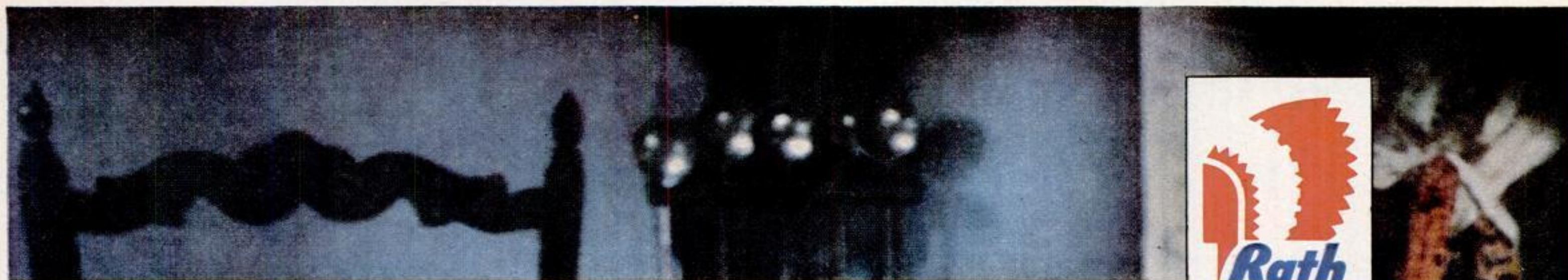
A Choctaw County farmboy from an ancient Mississippi family, 43-year-old Coleman has not lost an election since he ran for county district attorney when he was 25. Now he has his eye on the U.S. Senate seat of aging James Eastland, whose extremist views make Coleman appear moderate. "We've been habited to support the man who shouts loudest," he says, "but those days are passing. Hundreds tell me, 'You're doin' just right, J.P., that's the way to handle it!'"



"equal facilities" program will spend \$15 per Negro student to \$12 per white.

he can accomplish things out of his own strength, he'll quit looking for artificial props. However, there will be no social change."

CONTINUED



No bones about it

Every pink slice has a honey-sweet, mellow flavor. A genuine corn-fed, heart-of-Iowa flavor. And—no bone. Dad's carving knife slips through that lean, tender meat with the greatest of ease. Easter, when the ham (and Dad too) must rise to the occasion—make it a festive, feastful, easy-carving Rath Black Hawk Ham!



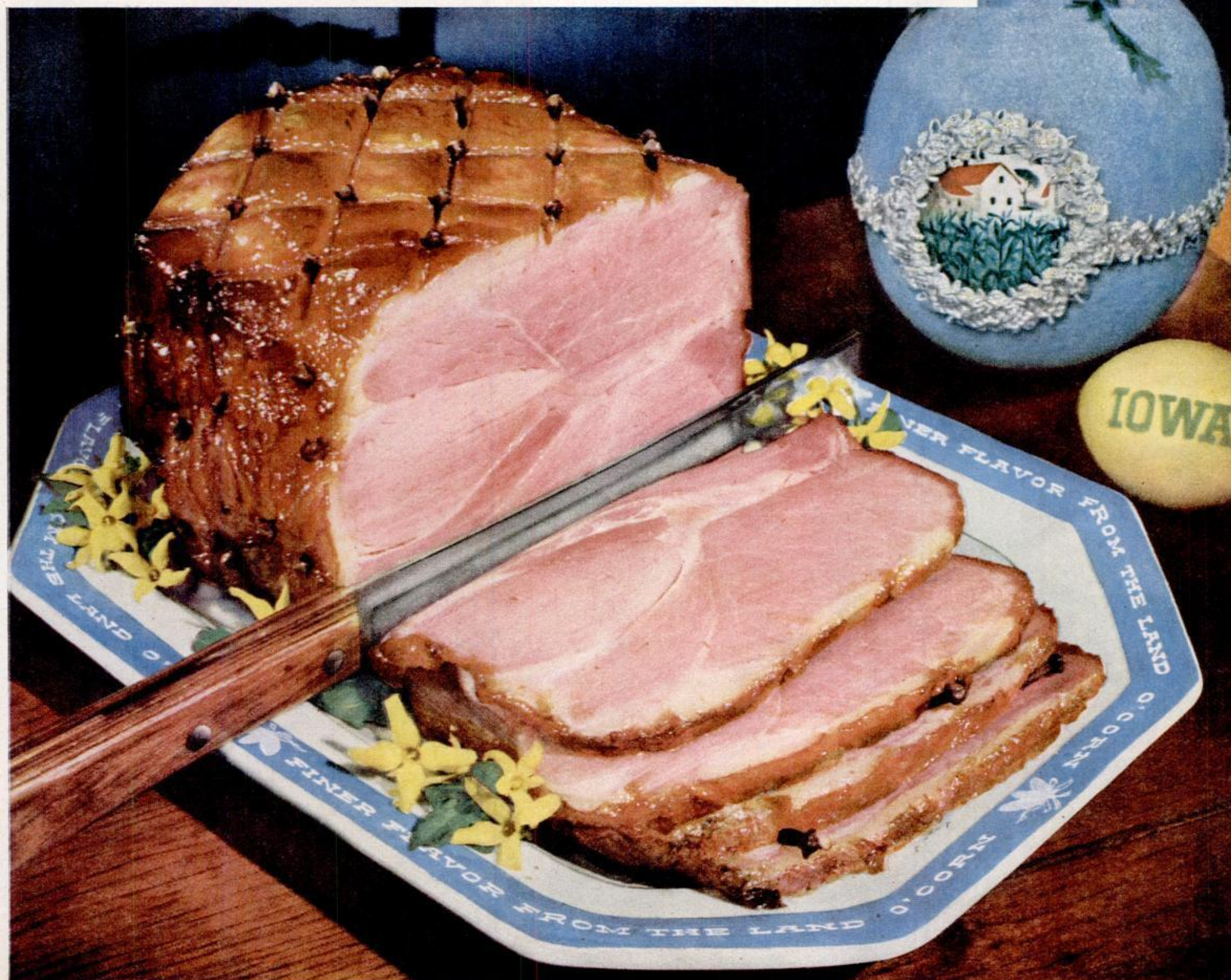
Canned in
a size
for every
family

Rath makes over 1000 products—but when you try any one it's one in a million.

Rath BLACK HAWK HAM

FINER FLAVOR FROM THE LAND O' CORN

THE RATH PACKING COMPANY, WATERLOO, IOWA



Kraft gives you sliced Swiss cheese
with the **fresh-cut** taste!



You like your natural Swiss cheese tender and fresh . . . with a rich, nut-like flavor?

Then get the handy slices that taste as though they had *just* been cut from a big Swiss only a few minutes ago!

Kraft Natural Swiss Cheese slices—with

all the goodness that has made this type of cheese the natural partner of beverages. And Kraft Natural Swiss is specially sealed to hold the fresh-cut flavor in every morsel.

Do enjoy some next time you take a “coffee break” or open up a cold bottle.*

The cheese that belongs with beverages

Kraft Natural Swiss Cheese *sliced*



WITH Indiana-born wife Margaret and son Tommy, 15, Coleman walks down steps of governor's mansion, one of few mansions in Jackson not burned during the Civil War.

"This is quite a change from life in a county seat town. Ever since I was 10 I wanted to live here as governor, so it's the fulfillment of an ambition. Only drawback is it's right in the business district and you'd have to walk a half mile before you could borrow an egg."



WITH his father, 68-year-old Tom Coleman, J.P. looks over 691-acre cotton and corn farm in Fentress, which he tries to visit weekly. Coleman senior now manages place.

"My daddy looks after this place while I'm looking after the state. He took over from me seven years ago when I became attorney general. Daddy has three sons and they all weigh over 225 pounds. Yet there isn't one of us who can do more work in a day than he does."

CONTINUED



the MOST IMPORTANT PLUG in your tackle box!

It takes more than colorful lures to land the big ones! Rod, reel, boat—and smooth, dependable motor all play their part. Many experienced fishermen take no chances on quick-starting, smooth-running engines. They carry spare AC Hot Tip Spark Plugs in their tackle boxes wherever they go.

AC Spark Plugs are marine-engineered for outboard or inboard engines. The exclusive "Hot Tip" burns away fouling oil and carbon deposits as soon as they form. They're rustproofed to prevent the corrosive coating that causes shorting through flash-over. When you go fishing, carry spare AC Hot Tip Spark Plugs in your tackle box. Get them from your nearby AC retailer now!

Watch "WIDE WIDE WORLD"—NBC-TV



**HOT TIP
SPARK PLUGS**

AC SPARK PLUG  THE ELECTRONICS DIVISION OF GENERAL MOTORS



A \$3.00 value for only \$1.00

For your treasured snapshots Sylvania's fabulous Treasure Chest Photo File

Pictures made indoors at home are the most heart-warming of all. And with Sylvania Flashbulbs they're the *easiest* pictures to take. But, once you have them, it's important to keep them safe and handy to enjoy whenever you like.

Now—from Sylvania—comes this treasure chest for memories. Holds over 200 snapshots up to 3½ x 5 inches. Ebony-colored plastic body, antique brass trim . . . it graces any room.

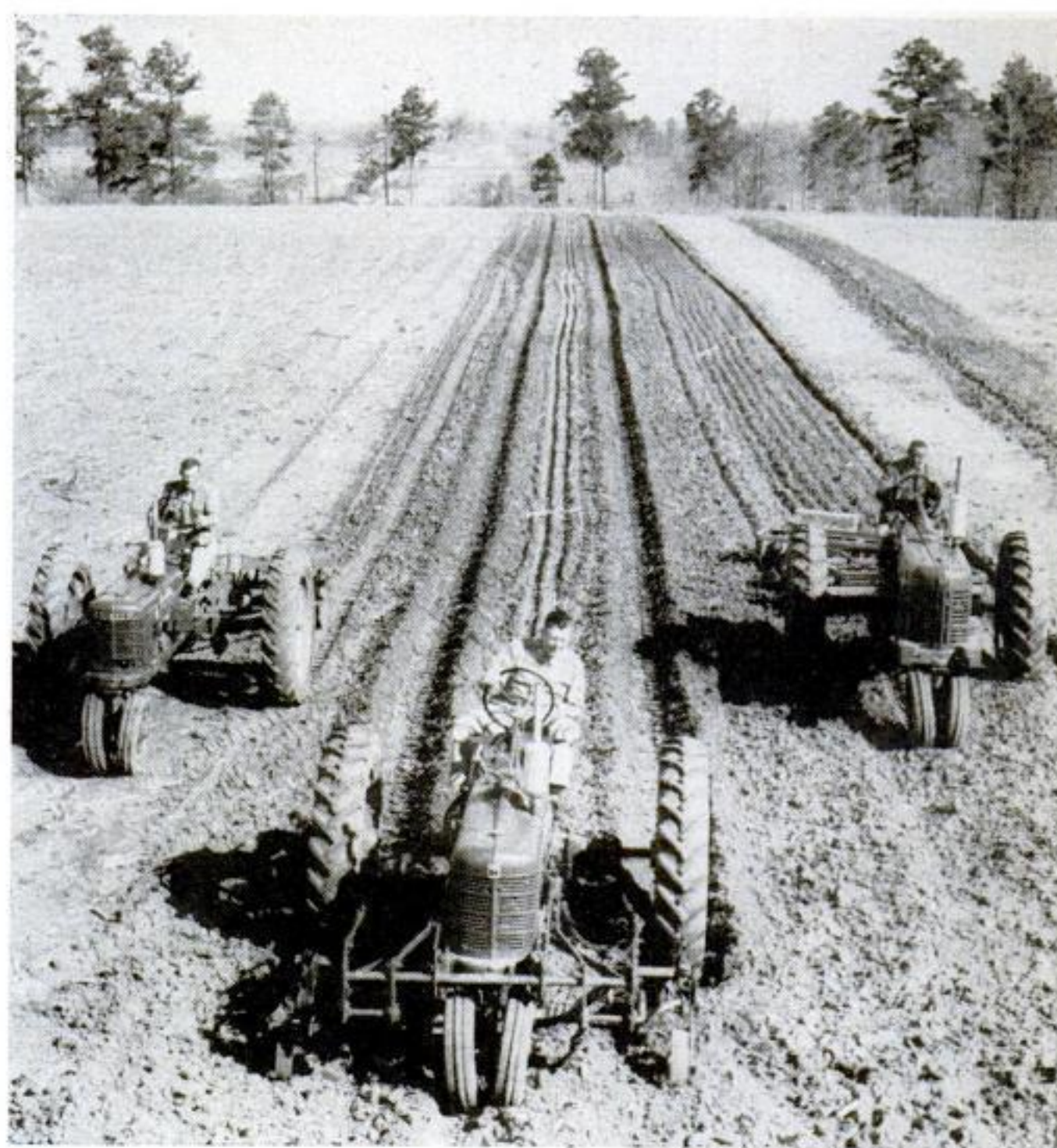
And it's so easy to get, too! Just send in the coupon that is printed on the back of a Press 25 or Press 25B, Bantam 8, M-2 or M-2B Sylvania flashbulb pack plus \$1.00 and it's *yours*. You also get 6 tabbed file cards and a handy booklet on flash photography.

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LIGHTING • RADIO • ELECTRONICS • TELEVISION • ATOMIC ENERGY



SYLVANIA outsells all other brands of flashbulbs

BIG BOOSTER CONTINUED



With two tenants, one white, one black, Coleman (center) drives a tractor as spring plowing starts.

"When I was a youngster I plowed a mule named Jim, and one acre a day was good work. With the equipment I have now I can work 15 acres a day. When I was a circuit judge I could get out a couple hours after work. But not now."



At county seat, Ackerman, near his farm, Coleman stops off late at night to open Box 188 and pick up his local mail.

"In Ackerman, when I was 17, I made my first political speech, supporting Martin Conner, a candidate for governor. He was elected. I'm the first governor from this county since it was founded in 1833 and the people here are proud of it. And so am I."



Combined with black or brown, white is right this spring and summer. And for the most distinctive combinations to be found we nominate these smartly styled new Jarman's. In lightweight tropical leathers, they're good-looking and cool-looking... easy wearing and easy to clean. (Each style in black and white or brown and white)

Left: The "Lombardy" (No. J4625); Center: The "Falcon" (No. J4572); Right: The "Patio" (No. J2696)—At Jarman dealers and stores, \$9.95 to \$18.95 most styles. JARMAN SHOE COMPANY, Nashville, Tennessee, Div. of General Shoe Corporation



**PORTRAITS
IN LEATHER**
by Jarman

THE MIGHTY CHRYSLER

Most glamorous car in a generation



ILLUSTRATED IS THE CHRYSLER WINDSOR 4-DOOR SEDAN. FISHING TACKLE AND SPORTSWEAR COURTESY OF ABERCROMBIE AND FITCH.

EVERYTHING SAYS LUXURY BUT THE PRICE!

If you've ever wished you had the money to live like a tycoon, take a look at this car and the price tag. There's only one prestige-class car that sells at a popular medium price . . . *and this is it!*

Consider these facts. This is a full-sized Chrysler with all the traditional quality construction you'll find in the finest cars. It is outstandingly

distinctive . . . a car that honors you wherever you go. It has all the big Chrysler engineering advances, including Torsion-Aire ride and Total-Contact brakes. Its performance is everything you would have a right to expect from the highest priced cars. And it's waiting for you at your Chrysler Dealer in your choice of 142 color combinations. Why not drive it this week?

Now in the
\$3000
price range



HILLBILLY-MINDED SLEEPERS CAN PICK DAISY MAE'S TATTERED BROADCLOTH DRESS (\$4) OR LI'L ABNER'S SHIRT, PATCHED PANTS (\$6, BOTH TOMMIES)

Teen-Agers' Novel Night Clothes

NEWEST SLUMBER PARTY STYLES CAN BE SHOWN OFF OR EVEN SLEPT IN

Among teen-aged girls the slumber party is becoming more and more an occasion for dressing up. Clad in identical sweaters, skirts and moccasins by day, young girls demand night clothes which have as much variety as party dresses and never look like plain pajamas. Having successfully plied them with brief nightdresses (LIFE, March 22, 1954) and masquerade costumes (LIFE, Sept. 20, 1954), manufacturers of sleepwear this season have turned out a bright new batch of young styles. There are gay-colored duplicates

of the Dogpatch outfits worn in Al Capp's comic strip (*above*). For teen-agers with more feminine leanings, there are soft and ruffled abbreviated gowns of wispy nylon or cotton (*next page*).

These new outfits are made of fabrics which are easy to care for and they are inexpensive enough to be bought with a youngster's allowance. Although teen-agers wear fashions like these primarily for staying awake, the adult wearers who are also expected to buy them will find that they make highly comfortable sleeping garments.



Illustrated—The Lawn King (26-inch cutting width) with Riding Attachment. One of the complete selection of 14 reel and rotary mowers by Jacobsen.

lovely to look at, easy to mow
with the Lawn King—by Jacobsen
 the mower with shear-cut action

There is only one right way to mow your lawn to get a smooth living blanket of green. It's with a Jacobsen shear-cut reel type mower—designed by men who have been making lawn mowers since 1921.

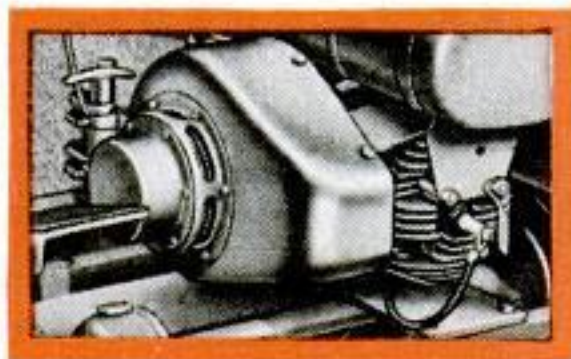
Where there's a big area to cut, and especially where you must negotiate terraces, slopes or hilly lawns, a Jacobsen Lawn King is the finest mower for the purpose.

Its wide spread wheel base with big 11.75 x 3.50 pneumatic tires and low center of gravity provide remarkable stability and easy control on side-hill situations.

Its 26-inch cutting width means you can cut a lot of lawn in a hurry. Safety is built in—from front bumper to the all-chain drive guards.

The Lawn King is in big demand for parks and playgrounds, institutional lawns, golf courses, athletic fields, motels, picnic areas, schools, resorts and other commercial purposes where large areas of grass require the smooth superb finish that only a Jacobsen Reel Type mower can produce.

Ask your Jacobsen dealer for a demonstration. Look for his name under "Lawn Mowers" in the classified directory. Jacobsen sales and service are nation-wide. Styling of Jacobsen Products by Waltman Associates of Chicago.



The Lawn King is powered by the incomparable Jacobsen Hi-Torque engine—with power to match the mower, whether you walk behind it or choose to ride. Automatic recoil starter. Super quiet muffler.

JACOBSEN MANUFACTURING COMPANY
 Department L-415 Racine, Wisconsin

SUBSIDIARIES: **JOHNSTON** LAWN MOWER CORPORATION, BROOKHAVEN, MISSISSIPPI
 © 1967, J.M. CO. **WORTHINGTON** MOWER COMPANY, STROUDSBURG, PENNSYLVANIA



NIGHT CLOTHES CONTINUED



EMBROIDERED APRON made of drip-dry cotton is decorated with cross-stitching in Scandinavian style, is worn over matching bloomers (Tempo, \$6).



RUFFLED PINAFORE, which consists of a lightweight layer of nylon over heavier one, ties in back with a sash, also has separate pants (Chevette, \$11).

New! **Golden Dollar** pancakes



Exciting new recipe adds fresh flavored corn meal to pancake mix

Here's a brand new twist on delicious Aunt Jemima pancakes! Serve these "Golden Dollar Pancakes"... the tiny melt-in-your-mouth kind you can eat stacks and stacks of. What makes them so different? You add the delightful, fresh flavor of Aunt Jemima or Quaker Corn Meal to Aunt Jemima Pancake Mix. Result? An exciting new pancake. See recipe at right.

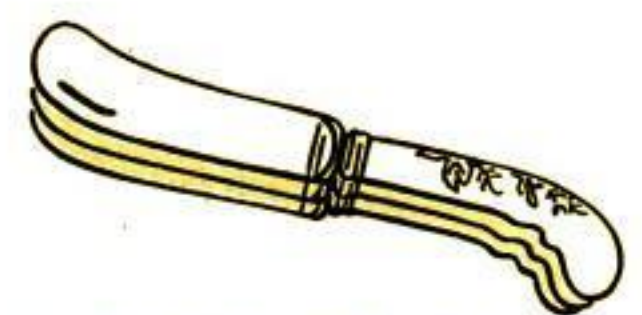
**AUNT JEMIMA
or QUAKER
CORN MEAL**



GOLDEN DOLLAR PANCAKES (Makes 40 "dollar-sized" pancakes)

1 1/4 cups milk	1 egg
1 cup Aunt Jemima Pancake Mix	1 tablespoon liquid shortening
1/2 cup Aunt Jemima or Quaker Corn Meal	

Place milk in shaker, glass jar* or mixing bowl. Add remaining ingredients. Shake vigorously 10 times or stir lightly until batter is fairly smooth. Pour about 1 tablespoon batter for each pancake onto hot, lightly greased griddle. Bake to a golden brown, turning only once. Serve with butter and honey or syrup. (*quart size)



Send for this set of
3 Smart Butter Spreaders
(like spreader in photo, above)

Imported, with porcelain flower-decorated handles and stainless steel blades. Terrific \$3.00 value,

ONLY \$1.00

and one trademark from Aunt Jemima Pancake Mix, or Aunt Jemima or Quaker Corn Meal.

— Send Today —

Butter Spreaders, Box 5008, Chicago 77, Illinois
Please send me postpaid (____) set(s) of 3 Butter Spreaders. For each set I enclose \$1.00 (no stamps) and trademark from Aunt Jemima Pancake Mix or Aunt Jemima or Quaker Corn Meal.

Name _____

Address _____

City _____ Zone _____ State _____

Note: Offer limited to continental U.S., Alaska and Hawaii. Void where prohibited, regulated or taxed. Good only while supplies last.

NOW...buy the new GOODYEAR — at a new



STRONGER ON THE INSIDE!

We equipped the car you see above with Goodyear 3-T Nylon tires—then told the driver to try and wreck those tires in an 8-hour run at 30

miles per hour over this stump-studded timber tract. We scuffed up the tires—had to change drivers—but didn't break a single 3-T Nylon Cord! Miracle strength like this gives you protection you need!



SAFER ON THE OUTSIDE!

You get up to 24% more stopping ability in this tire's new Twin-Grip tread. See how the extra stopping power of these two independent

treads kept Goodyear Engineer Mel Wilson from harm, while the car with ordinary-type tires crashed into the dummy set up in its path. Get this safety advantage for your car—and get it today!

YEAR 3-T NYLON CORD TIRE

low price!

Why settle for anything less?
Get all the lifesaving advantages of a
Goodyear full count **3-T Nylon** tire
at sensationally low prices!

GOOD NEWS from Goodyear! Drivers who want the most in
tire safety and performance can now buy a Goodyear 3-T
Nylon Cord tire at the biggest saving ever.

Goodyear's exclusive 3-T Nylon Cord is not ordinary nylon
cord. 3-T Nylon Cord is triple-tempered in a patented process
involving precisely controlled Tension, Temperature and Time
—for maximum strength and resiliency.

And besides greater strength inside, you get new safety
outside, in the safe, dependable Twin-Grip treads. Two fully
independent treads give you up to 24% quicker stops . . .
up to 24% safer starts.

Goodyear's 3-T Nylon Cord is your best bet against all
kinds of road hazards. And now—thanks to an ever-increasing
demand—you can buy it at the lowest price ever!

What's more, with Goodyear, you get the greatest guarantee
in the business—no time limit, no mileage limit, no expiration
date. See your Goodyear dealer just as quickly as you can.
Goodyear, Akron 16, Ohio.

**MORE PEOPLE RIDE ON
GOODYEAR TIRES THAN ON ANY OTHER KIND!**

**NEW 3-T NYLON
CUSTOM SUPER-CUSHION**



Look for this Goodyear
dealer sign for better tire
values . . . better tire care
. . . convenient credit terms.

GOODYEAR

Watch "The Goodyear Playhouse" on TV Sunday—9-10 P.M., E.S.T.

Super-Cushion, T.M., The Goodyear Tire & Rubber Company, Akron, Ohio



THREE
SEASONS
WEAR
IN
EVERY
PAIR!



SPRING



SUMMER



FALL

FLORSHEIM

Genuine Imported **SILK**

LIGHTER...COOLER...LONG ON WEAR!

Silk in shoes was unheard of 'til Florsheim pioneered this new material—now it's tops across the nation! Smart, because it blends so well with silk-textured fabrics...light, cool, easy to clean... and *wearable* as leather—right up through early Fall!

Yes! The new look is a silken look—and the finest in silk shoes are Florsheims!



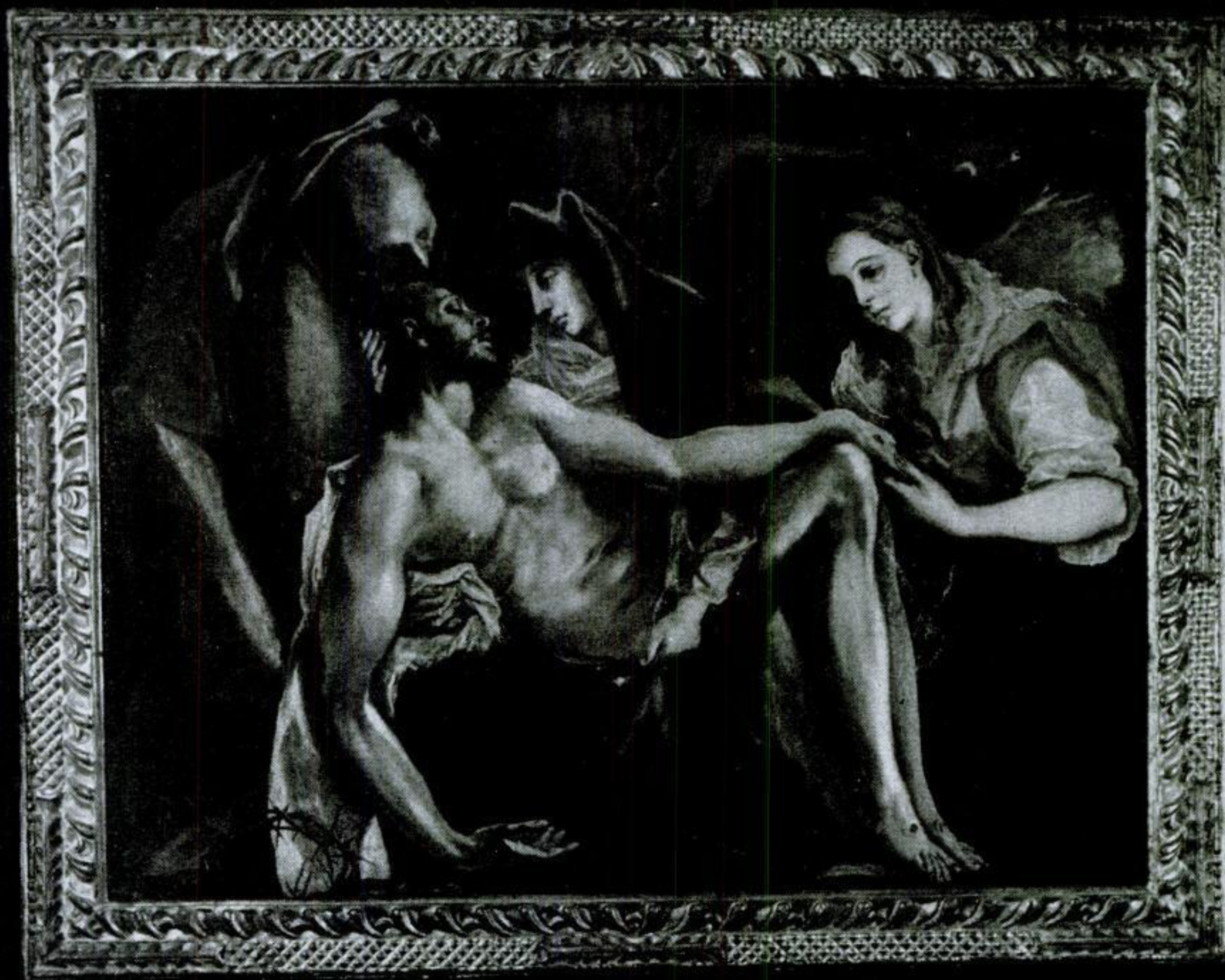
Left: The DARBY, 63601;
three-eyelet turned front blucher
in tobacco brown calf and silk.

Center: The DARBY, 62601;
three-eyelet turned front blucher
in black calf and gray silk.

Right: The DARBY, 63602;
three-eyelet turned front blucher
in tan calf and tan silk.

Florsheim Shoes \$18⁹⁵ and higher

THE FLORSHEIM SHOE COMPANY • CHICAGO 6 • MAKERS OF FINE SHOES FOR MEN AND WOMEN



IN NEW OWNER'S HOME in New York, where some of the Robinson collection will eventually hang, Mrs. Niarchos sits beneath an El Greco painting, *Pietà*. Niarchos bought it last year for \$400,000. To set it off handsomely he

had this salon specially designed and decorated in red velvet. At 48, Niarchos is the world's largest independent shipowner with a fleet—afloat and in construction—of 90 vessels. His fortune has been estimated at around \$350 million.



GUIDING HIS BLIND PARENTS, 2-YEAR-OLD CLARENCE HATHAWAY STEERS THEM THROUGH THE POST OFFICE IN A SHOPPING CENTER NEAR THEIR OHIO HOME

NOW A SON WHO LEADS THEM

He helps his blind, deaf parents prove their right to raise him

Two years ago, after a bitter legal fight, Harold and Georgia Hathaway of Stow, Ohio were given custody of their newborn son, Clarence. It was a difficult decision for the judge to make, because both of the Hathaways are deaf and blind and there was great question whether they could give their son proper care (*LIFE*, March 28, 1955).

By now the Hathaways passionately believe—and their neighbors agree—that they have proved the judge's decision was right. Clarence is a normal, healthy boy who is quickly learning to be the eyes and ears for his parents. He

carefully guides his mother and father through the stores (*above*). At home, he tugs at Mrs. Hathaway's skirt to let her know someone is at the door and performs chores around the kitchen (*p. 115*). A nurse and a welfare worker come to call each week to see that everything is all right, as it usually is.

The Hathaways' problem is economic, trying to get by on a small pension. But they have high hopes for Clarence. Mrs. Hathaway would like him to become an eye and ear doctor. "Maybe," she says, "he will be the one who finds new methods of making us better."



LISTENING HAND of Mrs. Hathaway, shown in *LIFE*'s earlier story, could feel when son was crying.



Higher
Quieter
Smoother

New luxury all-coach service, Chicago-Los Angeles

On this new kind of train, you ride high. Up where it's quiet and smooth. High above the clickety-clack of the rails... where you get a fresh new slant on the West. You dine penthouse-style on Fred Harvey food. Fun? Two floors of it in the dome-type lounge. And the fare (including extra fare) is a comfortable \$66.12 plus tax, between Chicago—Los Angeles. Come along!

For reservations, consult the nearest railroad or travel agent.

New **HI-LEVEL**
El Capitan



7½ hp...all "whee" and no "whoa"

POWERFUL PRETTY AND FULL OF FUN...

"Sweetest-running Johnsons ever!"

If you want more run for your money, you want a '57 Johnson. For this year there are two new power classes in the line, with five Sea-Horses now at 18 or 35 hp. And these motors, like all Johnsons, deliver the goods under load.

But there's more than a power story behind these nine new Johnsons. At any horsepower classification, no motor made is more dependable. There's easier manual starting on all, 12-volt electric starting on some. There's traditional

Johnson quiet and economy. And, as an additional safeguard, a new slip-clutch ends drive pin worries on every motor from the mighty 35 hp Golden Javelin down to the rugged Sea-Horse 3.

See these sweetest-running Johnsons ever — at your Johnson dealer's now.

FREE! 1957 Sea-Horse catalog, write: Johnson Motors, 261 Pershing Road, Waukegan, Illinois. Div. of Outboard Marine Corp. In Canada: manufactured by Johnson Motors, Peterborough, Ontario

FOR '57—A WIDE WONDERFUL CHOICE!

(from \$155 to \$625) Golden Javelin*, Sea-Horse 35*, Sea-Horse 35, Sea-Horse 18*, Sea-Horse 18, Sea-Horse 10, Sea-Horse 7½, Sea-Horse 5½, Sea-Horse 3.

*12-volt electric starting (new quick-charging 10-ampere generator with automatic voltage regulator available as accessory on first two models). Prices f.o.b. factory, subject to change. OBC certified brake hp at 4000 rpm (18s and 35s at 4500)

A million Sea-Horse owners will tell you **JOHNSON KNOWS BEST**



See your Johnson dealer now. He's listed under "Outboard Motors" in the Yellow Pages.



PRETENDING TO WRITE a message on his father's hand, Clarence imitates method he has watched his parents use to communicate with each other.

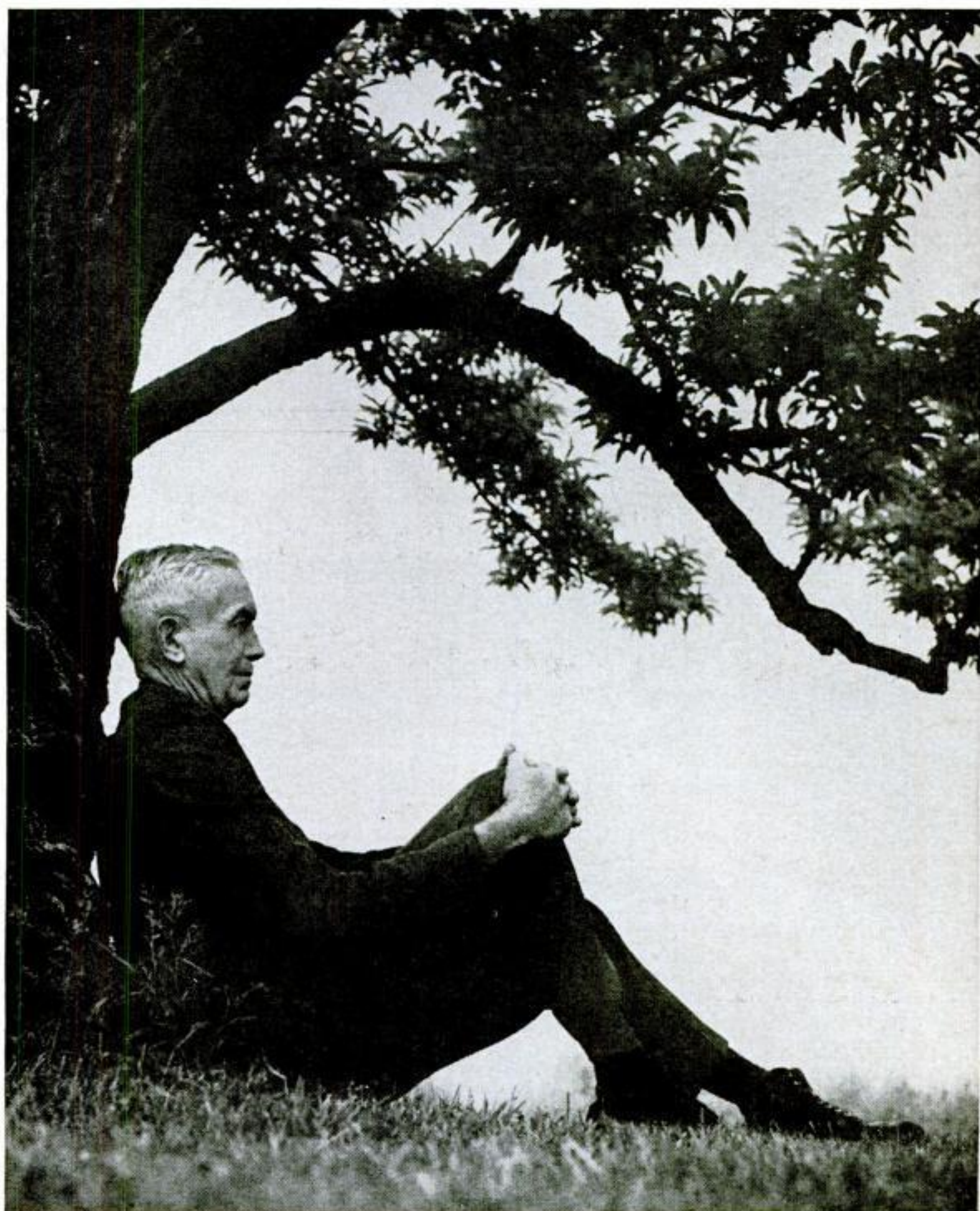


MEASURING COFFEE at his father's request, Clarence scoops a careful tablespoonful into the pot. He also fetches items from the refrigerator.



LISTENING TO RECORDS on his new phonograph, Clarence plugs his ears at a loud passage. He tugs at parents' clothes to tell them when record is over.

CONTINUED



COL. FRANK THOMPSON, U.S.A. (Ret)—Chairman of the Board, Glenmore Distilleries

Colonel Thompson likes the cool of evening...

"The cool of evening, the heat of day, the changes in season for 7 years—that's what really mellows our Bourbon so smooth," says Col. Thompson.

"It costs us more, but Nature's evaporation softens and matures Old Kentucky Tavern far better than the temperature-controlled aging most whiskey-makers use to save money. And our flavor shows it.

"Try our 100 Proof Bond or 86 Proof. I do believe you'll enjoy its very special mellowness."



KENTUCKY STRAIGHT BOURBON • 100 PROOF BOTTLED-IN-BOND & 86 PROOF
© 1957, GLENMORE DISTILLERIES COMPANY, LOUISVILLE, KENTUCKY
"WHERE PERFECTION OF PRODUCT IS TRADITION"

With Every Proven Horological Advance

Wittnauer

*Distinguished Companion Watch to the
World-Honored Longines*

Wittnauer watches for Spring offer a choice of styles and types so large and varied that the watch you choose—for maid or man—might well have been made to your individual order. Only its distinguished companion, the world-honored Longines, offers so comprehensive a variety. In quality and value, Wittnauer watches are equally unique. Every Wittnauer watch is made to the high standards of Longines-Wittnauer, whose experience in the manufacture of watches of the highest character covers nearly a century. To choose a Wittnauer watch is to choose well—many are priced as low as \$34.75. For the gift-giving days of Spring, see the magnificent new Wittnauer watches at your Longines-Wittnauer Jeweler. He will be *honored* to serve you.

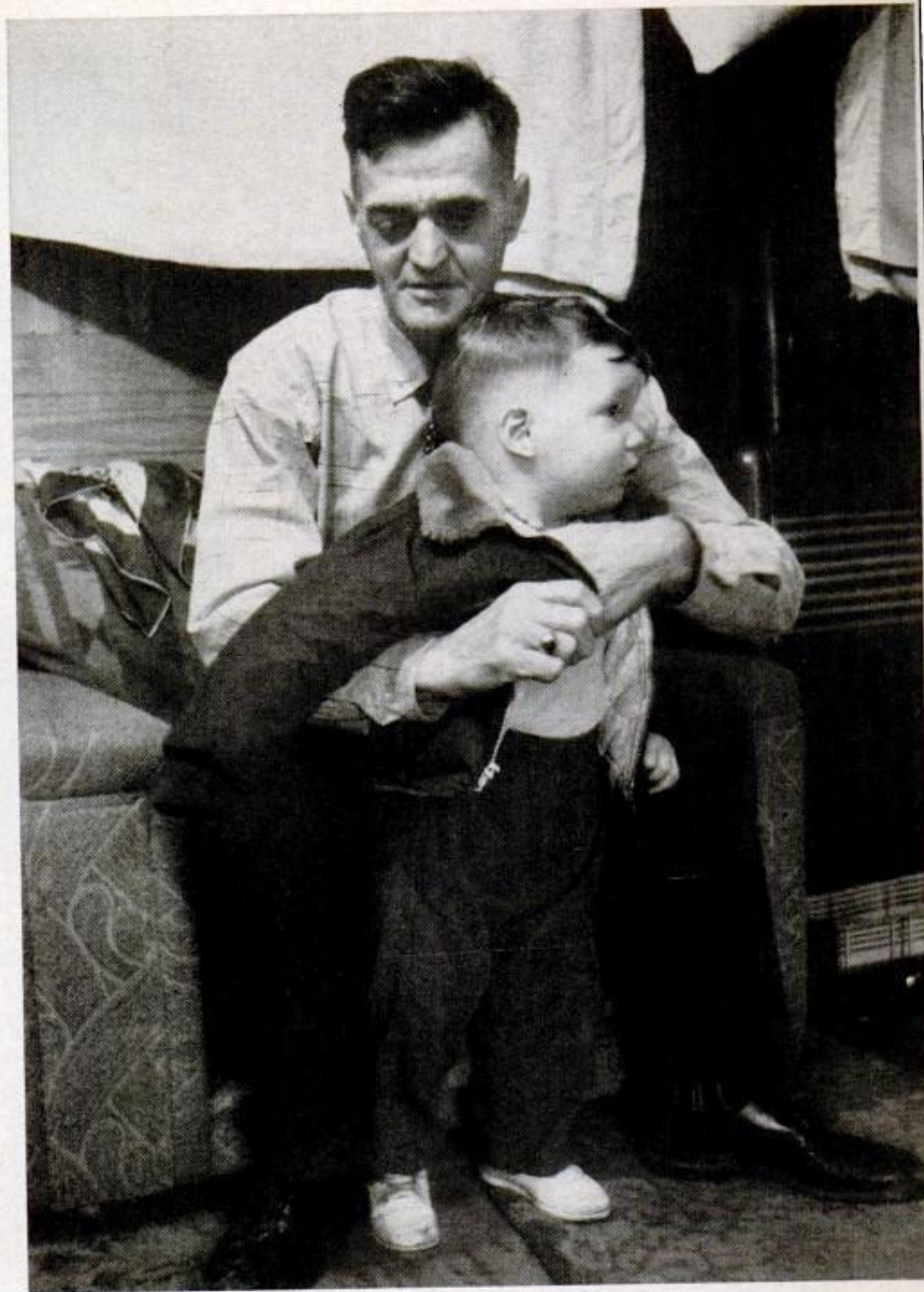
Exclusive styles in Wittnauer watches—left to right: Wittnauer Diplomat—smartly thin case, highlighted by the handsome expansion band, \$49.75; Wittnauer Starlet—fashionable from the watch to the slender expansion bracelet, \$49.75; Wittnauer Gaiety—festive watch set with 2 fine diamonds, \$59.50; Wittnauer Admiral All-Proof Automatic—self-winding, full protection against all common watch hazards, \$71.50. Prices include Federal tax.



WITTNAUER

Product of Longines-Wittnauer Watch Company

Son Who Leads CONTINUED



DRESSING HIS SON, Harold Hathaway helps Clarence get into his jacket. "Now," he said, "take me out to the mailbox, Clarence," and Clarence did.

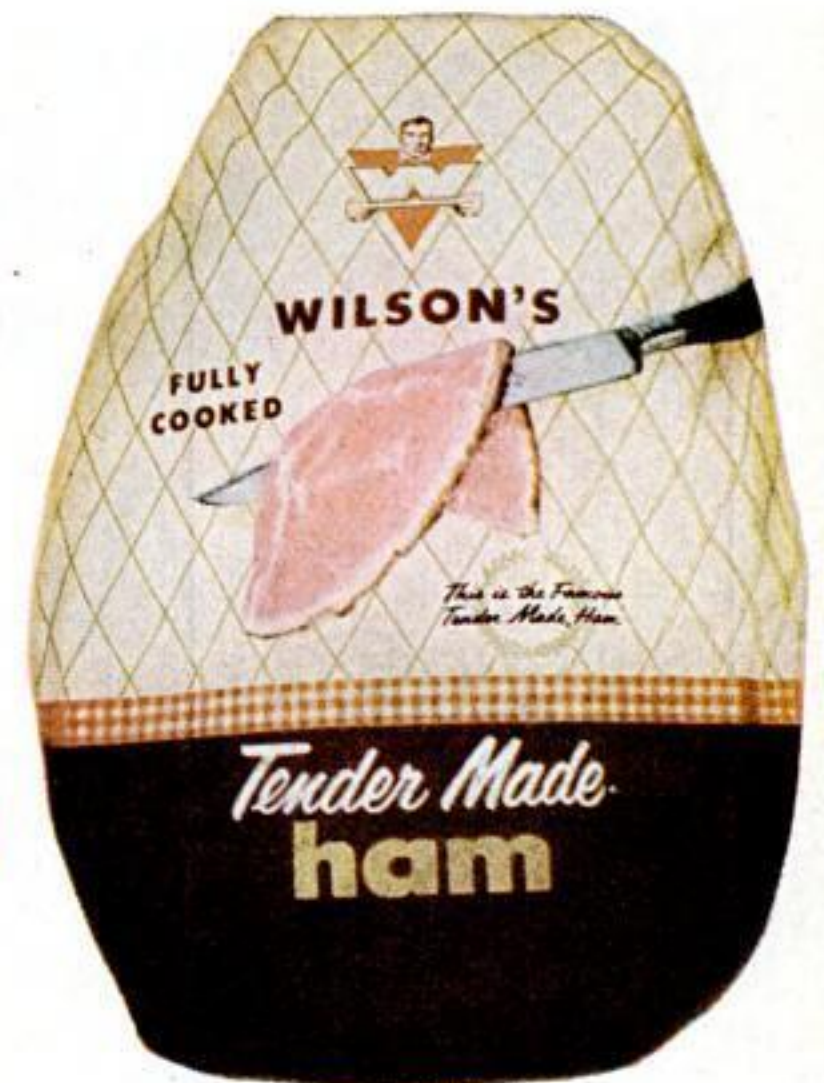


SHARING SON'S LAUGHTER, Harold feels Clarence chortle. Hathaway make a point of speaking instead of using signs so Clarence will learn to talk.

This is the Famous Tender Made Ham

NOW WITH LESS FAT • LESS BONE • LESS SKIN • LESS WASTE!

Unwrap one of these all-new Tender Made beauties, and you'll see the difference right away. Most of the shank has been removed, to give you less bone, less skin—*more* of the meatier center slices, *more* value for your ham dollar. Look again—that extra fat has been trimmed away. And because these hams come from the new, lean-bred porkers, there's less *inside* fat, too—just enough for flavor. And *what* flavor this new ham has—kept fresher longer in its bright new package. It's *Tender Made* the exclusive Wilson way—slow-smoked just right, and so tender you can cut it with a fork. It's fully cooked—just heat and serve! At Easter, serve this new meatier ham. Specially selected for use in the national "Mrs. America" meat preparation cooking contest.



Fully Cooked →

There's no other ham like
Tender Made
so tasty, so tender, so extra lean



Get Tender Made quality in
canned hams, too—3 to 14 lbs.

And watch for the new
Tender Made Slice 'n' Serve
Ham at your store!

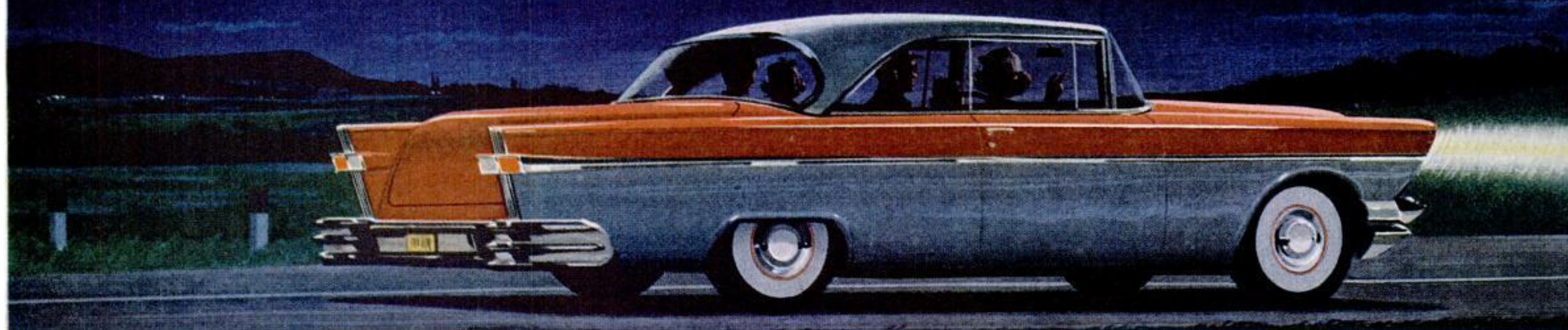


Now more than ever—it's hard to wait when it's a

WILSON *Tender Made* **HAM**

WILSON & CO., INC., GENERAL OFFICES, CHICAGO 1, ILLINOIS

Driving is no vacation!



HAVE FUN ALL THE WAY



ENJOY AIR-CONDITIONED LUXURY! Off you go, free of your car, free of worry. Greyhound plans everything. Relax in easy-chair comfort...chat, read or take a nap.



STAY AT AMERICA'S TOP HOTELS. Greyhound experts do your planning, make reservations, arrange sight seeing side trips. Nothing for you to do but enjoy yourself!



SIGHT-SEE through sweeping, panoramic windows as Greyhound takes you along America's most scenic routes. Many Greyhounds have fully-equipped washrooms too!

For as low as \$8 per day... leaving from any place... Greyhound plans your complete trip, including transportation, hotel reservations, sight-seeing.

New! "Charge-A-Tour" plan! Travel now—pay later! Inquire today!

Imagine—a motoring vacation that begins the moment you're on the highway...that frees you from the work of driving, the problem of parking, and all the worry about what to see and where to stay. Sit back in a luxurious Greyhound and see America as it should be seen...close-up. You choose the trip—Greyhound does the rest. Choose from hundreds of tours to the most exciting places in America. See Greyhound now or call your independent travel agent.

WATCH GREYHOUND'S STEVE ALLEN SHOW ON NBC-TV, SUNDAY NIGHTS



It's such a comfort to take the bus.

When it's time for coffee
give yourself a...

FLAVOR BREAK



You get a full cup of flavor with Instant Chase & Sanborn

This is the full-bodied coffee . . . brimful of flavor . . . fully satisfying.
Whenever you're in the mood for coffee . . . mealtime or any time—give yourself
a Flavor Break with Instant Chase & Sanborn. And don't let that
word "instant" fool you. This is *coffee*—rich and delicious as any coffee
made any way. Try it once. We predict—you'll buy it always!

INSTANT CHASE & SANBORN—the full-bodied coffee

ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.





WATCHING THE STAR, members of the cast gather around a monitor television set, some of their faces beaming satisfaction, others still nervous lest

something go wrong in the last few moments of the show. They are listening to Julie Andrews sing *A Lovely Night*, a musical recapitulation of the royal ball.

AFTER THE SHOW JULIE ANDREWS DRINKS TOAST TO THE REST OF THE CAST FROM HER GLASS SLIPPER

Uncindery Cinderella

America's two masters of musical comedy, Richard Rodgers and Oscar Hammerstein II, took their talents to television and found the first night nearly as nerve-racking as a Broadway opening. While they sat intently before a set in an upstairs office at the studio and actors offstage grouped around monitor sets, their musical *Cinderella* unrolled before the cameras. With a big boost from Britain's lovely Julie Andrews, the star of *My Fair Lady* who sang the title role, *Cinderella* came out of 25 million TV sets as a 90-minute success, in full color for the few who have color receivers—the story of a slightly sophisticated, uncindery Cinderella whose evil stepfolk are clowns and whose magical life is filled with music.

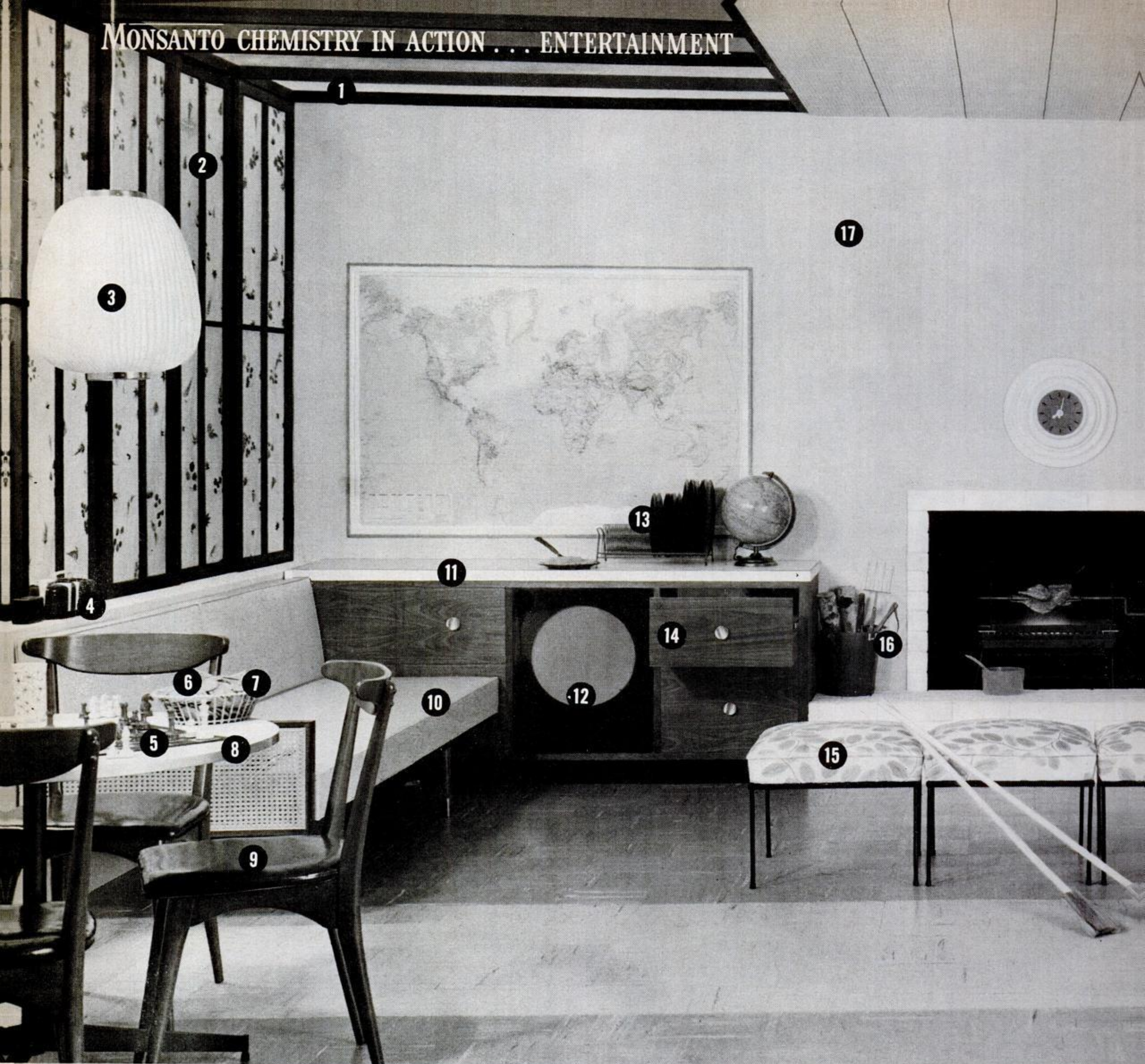


AUDIENCE OF AUTHORS, Oscar Hammerstein II (left) and Richard Rodgers, watch show unfold.



← **ON ROYAL STAIRWAY** dancers wait for grand waltz while a technician listens for the cue to start.

MONSANTO CHEMISTRY IN ACTION . . . ENTERTAINMENT



HERE'S A NEW KIND OF FUN ROOM THAT'S PERFECT FOR ENTERTAINING AND PERSONAL RELAXING. ALMOST EVERYTHING IN IT IS MADE FROM

MONSANTO CHEMISTRY CREATES THE

1. LIGHT-GIVING CEILINGS . . . Plastic panels reinforced with glass fibers make attractive shatterproof skylights that require no maintenance. The panels come in many colors and sizes with flat, corrugated or fluted surfaces.

2, 33. AUTUMN LEAVES CAPTURED IN TRANSLUCENT VINYL . . . Brightens up the room. Or Monsanto's decorative Saflex® features designs printed on plastic and then laminated to glass for built-in eye appeal in room and office dividers, shower stalls, table tops.

3, 35. THE LIGHT TOUCH . . . Just two of many new vinyl lampshades and styrene lighting fixtures that take advantage of plastics' ability to be either translucent or opaque.

4, 5, 23, 31. FUN AND GAMES . . . On the floor, a shuffleboard inset of tile made with Opalon® vinyl. In the dartboard, darts feathered with unbreakable lightweight polyethylene. At the game table—washable, soil and stain-resistant playing cards of Monsanto Ultron®, plus handsome

poker chip case and chessmen molded with Lustrex® styrene.

6, 29. A TASTY SNACK . . . How about ham, cheese and crackers—and perhaps some pickles or relish? Monsanto phosphates keep cheese smooth; hold nutritious juices in ham. Other phosphates assure light-textured rolls, bread, cakes. Still other products preserve pickles and relishes. Something to drink? Soft drinks get their refreshing zip and fizz from products supplied by Monsanto.

7, 16, 28, 30. HOLD EVERYTHING . . . Entertaining calls for all kinds of containers—bread basket, tumblers, ice bucket, even something to hold the fireplace tools. None of these colorful vessels will break, dent, scratch or peel—when made with Monsanto polyethylene.

8, 11, 20, 27. ABSOLUTELY TOPS . . . The melamine laminate surface that tops these dinette and coffee tables, snack bar and counter is made with Monsanto's melamine resins; comes in almost unlimited patterns, colors, wood

grain and marble effects. Impervious to alcohol and fruit juices; won't warp, crack or craze.

9, 10, 15, 26. WORRY-FREE UPHOLSTERY . . . Made from fabric coated with Monsanto Opalon vinyl, embossed in rich textured shantung, reed, palm or other patterns in a rainbow of pleasing non-fade colors. Washable, waterproof, scuffproof; spilled drinks, ink, greasy foods can be wiped off. Resists tearing, fraying, chipping or peeling. The padding is super-comfortable, never-sagging "foam" made with Monsanto Opalon vinyl.

12, 13. MUSICAL NOTES . . . The good-looking hi-fi speaker housing is fronted with a scratch-resistant laminate made with Monsanto melamine. The best in entertaining, listenable music is preserved on high fidelity phonograph records molded from Lustrex styrene.

14, 21, 25, 34. NATURAL WOOD GRAIN LOVELINESS . . . With Monsanto's Rez® wood finishes, available at paint



MONSANTO CHEMICALS. WE CALL IT THE "EASY LIVING" ROOM—IT ALWAYS LOOKS PLEASANT YET NEEDS SO LITTLE CARE. SEE WHY BELOW.

BRIGHT NEW "EASY LIVING" ROOM

and hardware stores. In 13 high-style color tones that bring rich, warm, natural grain beauty to any wood. Used here on paneling of plywood that's permanently bonded with special Monsanto adhesives stronger than the wood itself.

17. SMART NEW RIDGED WALL PANELING... Made with Monsanto Lustrex styrene in a variety of colors, its ridged surface is unusually attractive. Easily applied over most surfaces including brick or cement, it's waterproof; can't rust, warp, chip, peel, shrink or mildew.

18. AMAZINGLY LIKE REALSTONE... Featherweight, three-dimensional panels, molded of Monsanto Lustrex styrene, look like expensive building stone or brick. Resistant to moisture, alkalis, household acids, stains, grease; clean with damp cloth.

19. TELEVISION HAS NEVER BEEN SO HANDY... As in this jaunty new lightweight portable with picture window of Monsanto Lustrex. Other Monsanto chemicals


go into TV cabinets, knobs, wire insulation and electronic parts.

22. LASTING BEAUTY UNDER FOOT... No flooring holds such eye-catching luster and clear bright color nor takes so little care as vinyl floor tile made with Monsanto resins and plasticizers. Tough, durable, it shrugs off grease, acids; cleans in a jiffy.

24, 32. MATCHING WALLS AND ACCESSORIES... With this self-adhesive vinyl film made with Monsanto Ultron, you can put a new face on walls, doors, cabinets, wastebaskets. Washable, durable, soil-resistant; available in a wide range of colorful patterns including wood grain and brick.

*Reg. U. S. Pat. Off.

MANUFACTURERS: If you are interested in any of these materials—are considering ways to use them in your business—or want more information, write Industrial Service Department, Monsanto Chemical Company, St. Louis 4, Missouri.



WHERE CREATIVE CHEMISTRY WORKS WONDERS FOR YOU



Enjoy Springtime Comfort ALL YEAR With CHRYSLER'S AIRTEMP AIR CONDITIONING

It's so simple—just dial the temperature you want. Then in summer you get cool, crisp air . . . free from mugginess. In winter you get warm, comfortably humidified air.

Airtemp *yearound* Air Conditioning is engineered by Chrysler for trouble-free operation and low cost.

Modernizing? You can add Airtemp *cooling*

to your present forced-air furnace for as little as \$23.96 monthly.

Buying? Building? It can cost as little as \$5.00 a month to include Airtemp air conditioning in your new home.

So be an early bird! See your Airtemp Dealer for free estimate before the rush season starts. Or phone him—he's in the Yellow Pages.

AIR CONDITIONING AND HEATING



DAYTON 1, OHIO

FOR

a room
a home
a business
an automobile

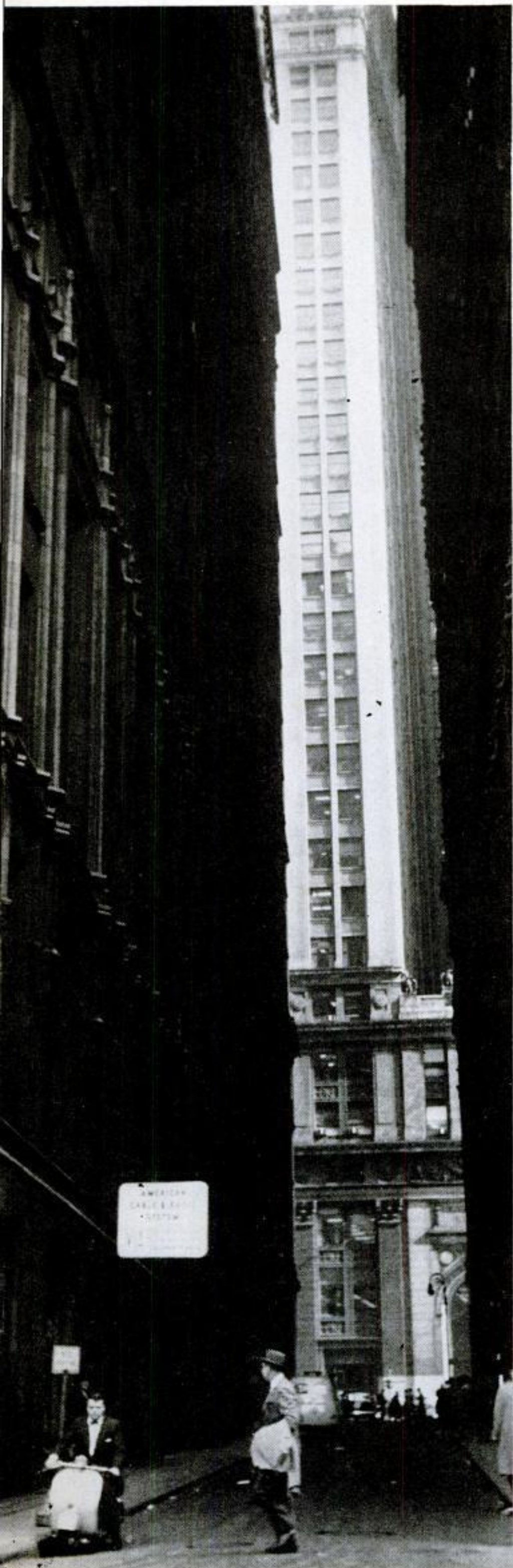


HIS ACADEMIC GOWN TRAILING BEHIND, COLLEGE SENIOR JACK FOLEY SCOOTS HOME FROM JERSEY CITY TO BROOKLYN. ON RAINY DAYS HE HITCHES CAR RIDE

U.S. ROOTERS FOR SCOOTERS

Long popular in gas-shy Europe but only a tame plaything in the U.S., the motor scooter has now putted its way upward into adult circles. Last year some 50,000 of the little 3- to 5-hp motorbikes were sold and U.S. scooterists today total an estimated 250,000. Only about 70 inches long and 25 wide, they particularly suit traffic-ridden areas where they can squirm and be parked almost anywhere.

They sell from \$195 for a basic U.S.-built model to around \$450 for a foreign job with fancy extras. Average speed is from 20 to 25 mph, but hot rod scooterists report speeds up to 60. Drivers get between 75 and 100 miles per gallon. Rain is a problem because scooters are apt to be skittish on slippery streets and because riders get wet. A Nebraska maker will soon remedy one of these faults with an enclosed body.



BUSINESSMAN Edward B. Avildsen (left) stops at Manhattan's Trinity Place while bound downtown.

SECRETARY Erika del Drago, on rear seat of own scooter, holds umbrella for driver on Fifth Avenue.

**Upset Stomach got you
OUT OF FOCUS?**



When upset stomach, heartburn, gas or other symptoms of acid indigestion cause you distress, simply

Take Minty Phillips' Tablets

**FEEL FINE
AGAIN FAST!**



You can't beat Phillips' Tablets for *on-the-spot* relief from acid upset. A few Phillips' Tablets have you feeling better—almost instantly—for they contain one of the world's fastest antacids! Delightfully flavored, they're as pleasant and refreshing to take as candy mints. So always carry Phillips' Tablets wherever you go—for *on-the-spot* relief from acid indigestion. Get a handy tin today.



**PHILLIPS'
TABLETS**

Scooters CONTINUED



UP ON SIDEWALK outside their theater, Dancers Deedee Wood (*LIFE* Cover, Jan. 14) and husband, Marc Breaux, push scooter on way to play in *Li'l Abner*.



PARKING PROBLEM at St. Peter's College in Jersey City is solved by student Jack Foley as he wedges his book-laden scooter handily between two cars.



A FREE PULL is given a small roller skater on Baltic Street in Brooklyn by Franciscan Brother Henry on his way to duties at nearby St. Francis College.



Panagra
CLOTH
SKYWEIGHT
DACRON & WOOL



Sheer comfort and flawless appearance on the hottest days are yours in a luxurious Panagra tropical suit by Style-Mart. This best investment for a satisfying summer can be had at better stores everywhere. For the one nearest you, write.



**STYLE-MART
CLOTHES**

Mayfield, Kentucky



PERRY COMO'S

\$150,000.00

NOXZEMA

"Be Beautiful" Contest



NEW
Boudoir Jar

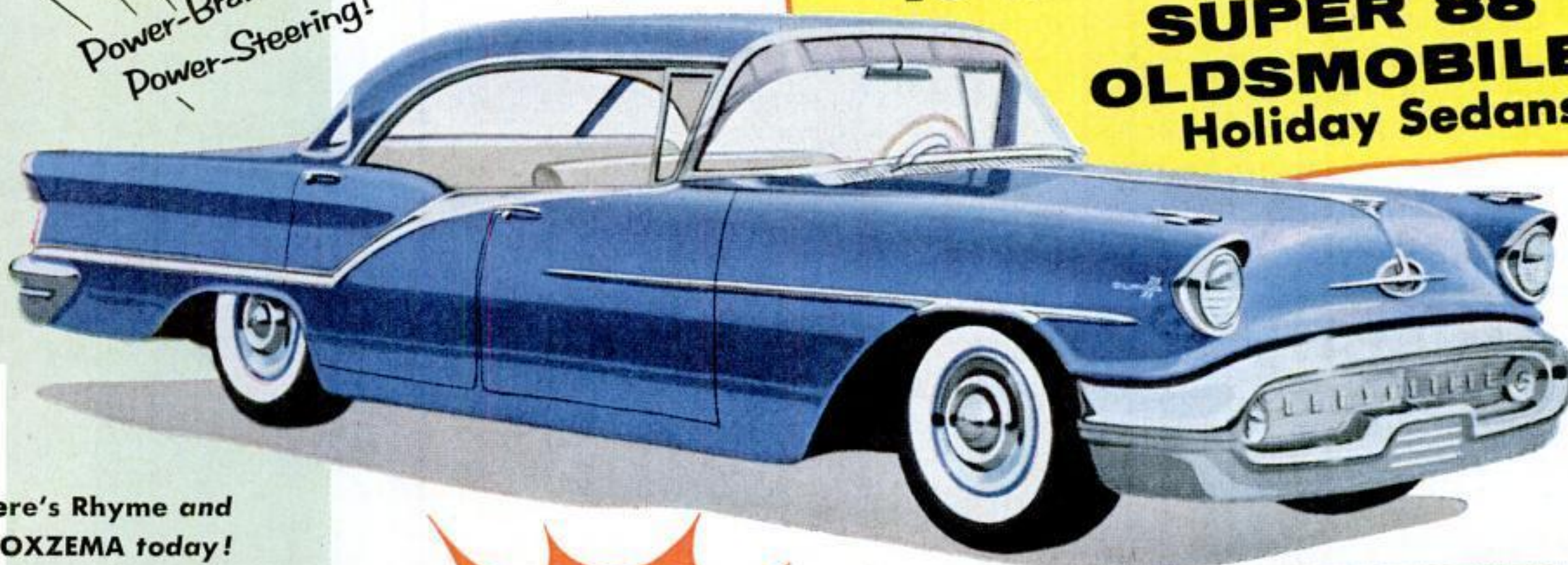
Remember, There's Rhyme and Reason for Getting NOXZEMA today!

NOXZEMA is 3 ways better for your skin: It cleans like soap, but it doesn't dry your skin. It softens like cream, but NOXZEMA is not sticky or greasy, won't clog your pores. And NOXZEMA is *medicated* five ways to help clear your skin—give it the natural beauty you want. So start today—the NOXZEMA "Be Beautiful" way. You'll see results so fast!

FOLLOW THESE EASY CONTEST RULES TO WIN!

1. Print or write plainly your last line for the NOXZEMA Perry Como "Be Beautiful" jingle to rhyme with "way". . . together with your name and address and the name and address of your dealer from whom you purchased your new NOXZEMA 6-oz. Boudoir Jar.
2. You may enter as many times as you like; however, each entry must be accompanied by a "Be Beautiful" Panel from the new NOXZEMA 6-oz. Boudoir carton imprinted with words "Be Beautiful." Each entry must be on a separate entry blank obtainable below or at your dealer. Entries must be postmarked not later than midnight June 30, 1957.
3. Contest is open to all persons residing in the continental United States except employees of the Noxzema Chemical Company, its advertising agencies and their families. Entries will be judged on the basis of originality, rhyme, aptness to product, sincerity, human interest, neatness, and legibility by the Advertising Distributors of America, an independent judging organization. Duplicate prizes will be awarded in the event of ties. Judges' decisions will be final.
4. All entries become the property of the Noxzema Chemical Company and must be the original work of the contestant and submitted in the name of the contestant. None will be returned. Contest is subject to all federal, state and local laws and regulations.
5. Contest winners will be notified by mail and a complete list of winners is available to any person who requests it and sends a stamped, self-addressed envelope approximately eight weeks after the close of the contest.

Power-Heater!
Power-Brakes! Radio!
Power-Steering!
Whitewall Tires!



Look what ten top winners get!
10 1957 Air-conditioned
SUPER 88
OLDSMOBILE
Holiday Sedans

869
CHANCES
TO WIN!

Next 40 Winners

RCA Victor Compatible
Big Color TV Sets



Next 120 Winners



RCA Victor "Wayfarer"
Portable TV Sets

Next 350 Winners



World-Honored Longines Watches
(Ladies' or Men's)

Next 349 Winners



World-Famous Amelia Earhart Luggage
3 piece sets (Ladies' or Men's)



Enter today!
It's easy to win
in the NOXZEMA
"Be Beautiful" Contest!

OFFICIAL ENTRY BLANK

(tear out along dotted line)

Fill in below and mail with "Be Beautiful" Panel from Noxzema's 6-oz. Boudoir carton imprinted with words "Be Beautiful."

Married or Single—
Finish This Jingle:

"Grow lovelier day after day
The NOXZEMA Be Beautiful way.
You'll always be merry
If you listen to Perry

(last line must rhyme with "way")

Perry Como "Be Beautiful" Contest
P. O. Box 53, Dept. A, N. Y. 46, N. Y.

NAME _____

ADDRESS _____

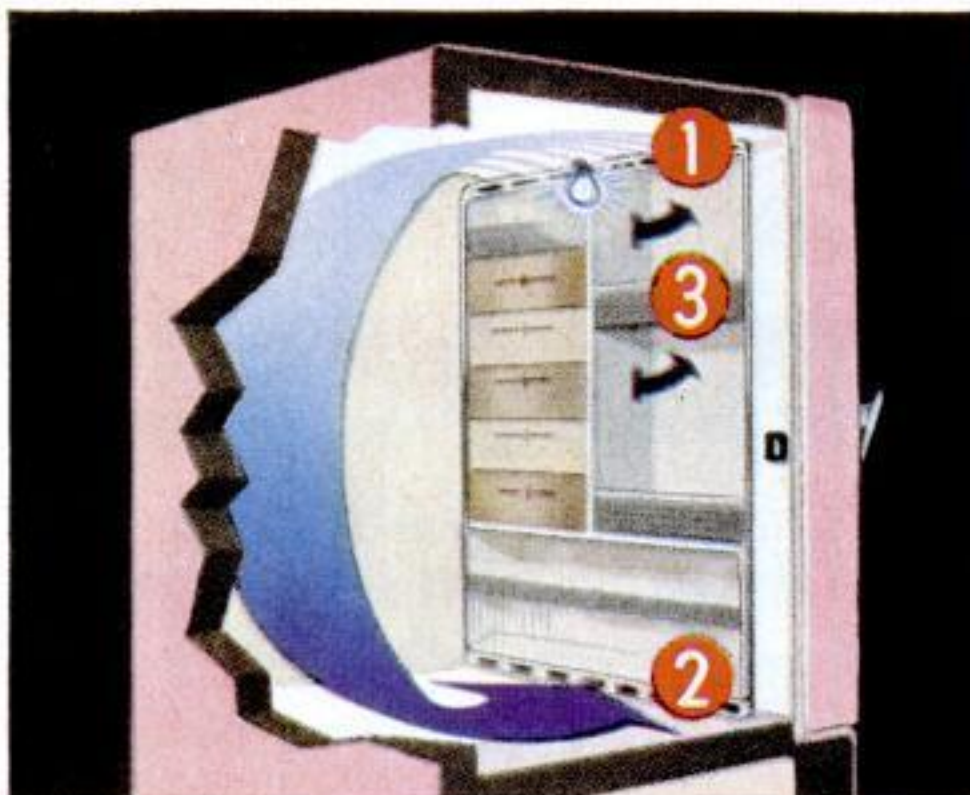
CITY _____ ZONE _____ STATE _____

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Announcing new RCA WHIRLPOOL

First and only **Air**



CUT FOOD SPOILAGE

Combat flavor mixing and "refrigerator odor"! This new Air Purifying System forces air (1) through a purifying screen of ultra violet rays—automatically retards growth of air-borne mold and bacteria that cause food spoilage and odor in ordinary refrigerators. Then clean, cold air (2) flows up the refrigerator door to keep *all* door shelves and food compartments (3) bathed in perfect cold!

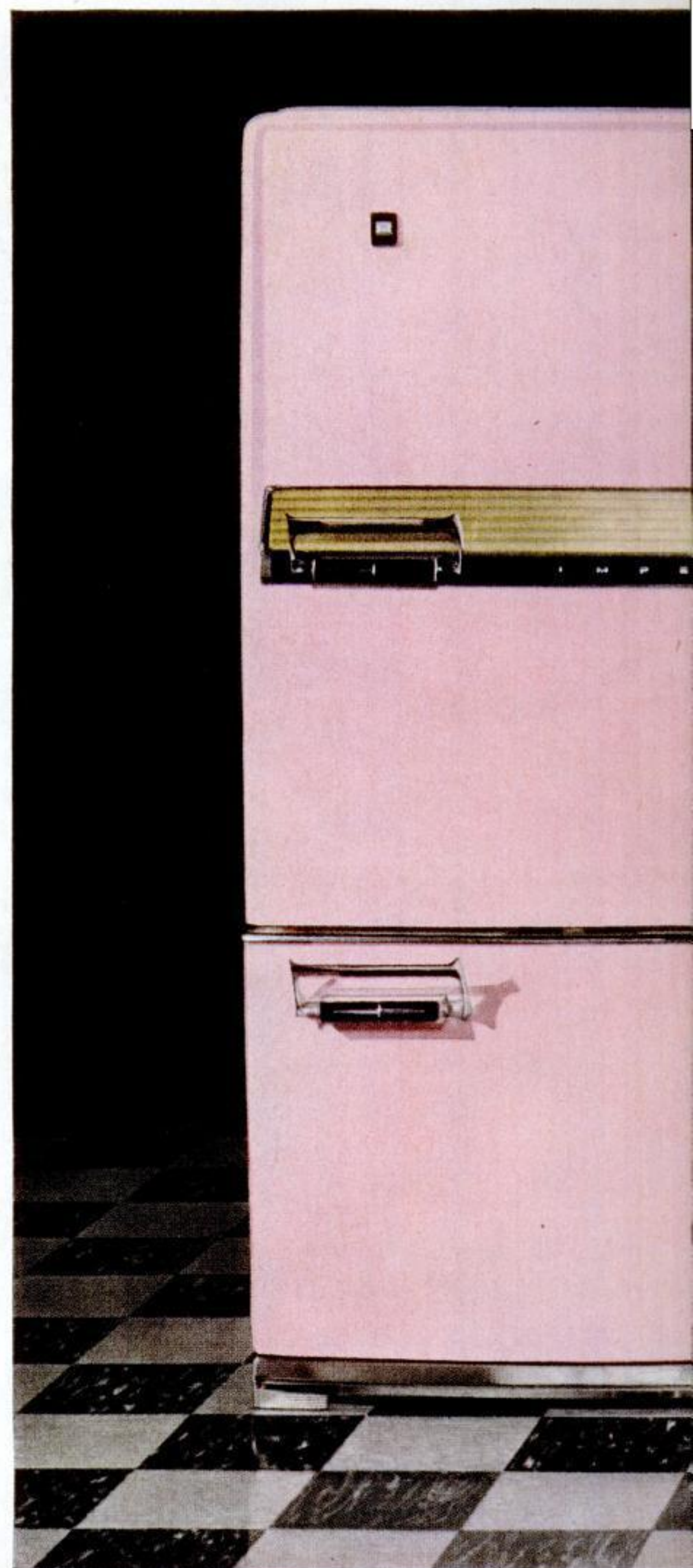
END ICE TRAY TROUBLE

No more wet hands, sloppy floors, water spilling! New ice tray filler* works with the turn of a dial *inside* the freezer, shuts off automatically when tray is filled. New ice cube ejector zips cubes out of trays at a touch, drops cubes into bin automatically, ready to use.



END DEFROSTING MESS

No more sloppy defrost pans to empty—not even buttons to push! New fully automatic defrosting system in refrigerator section gets rid of frost almost before it forms. Evaporates all defrost water automatically!



Now! The most dependable automatic defrosting—plus the most convenient ice cube ejector—plus a new automatic ice tray filler—and a brand new and exclusive Air Purifying System that keeps food fresher, longer!

*optional at small extra cost

REFRIGERATOR-FREEZERS

Purifying System keeps food fresher...longer



15.5 CU. FT. REFRIGERATOR-FREEZER—32 $\frac{1}{4}$ " DEEP, 65 $\frac{1}{2}$ " HIGH, 34" WIDE—MODEL DI 15 B

Imagine! A full-size 15.5 cu. ft. refrigerator! . . . with full-size glide-out shelves, two large crispers, slide-out meat keeper plus a new self-filling ice water fountain*. And a revolutionary new Air Purifying System that cuts food spoilage—combats flavor mixing and "refrigerator odor" automatically!

Yes, in the door you see half-gallon bottles! Deep-depth shelves and compartments. A big new fruit bin, too.

And down below, that huge separate freezer keeps 166 lbs. of food in safe "zero-cold" on two direct freezing shelves—in a roomy glide-out basket—in deep door shelves that store packages, juice and soup cans.

New colors, too! Pink, yellow, green and white. Unmatched dependability—backed by over 50 years of refrigeration pioneering. Easy terms. Wide choice of models. See your dealer soon!



Whirlpool

Whirlpool Corporation, St. Joseph, Michigan. (Use of trademarks  and RCA authorized by trademark owner, Radio Corporation of America.)



Maternity nightgown and peignoir by Sybil Connolly. One of a series created for The Mennen Company.

To Every Lady-in-Waiting

The best prenatal decisions are
made with your doctor's help

"Natural childbirth" or anesthesia? "Rooming-in" for baby or not? Bottle or breast-feeding? Your doctor knows which are best for you *and* your baby. And he can help you with another prenatal decision: which baby skin care products to buy. Ask him about *Mennen Baby Magic*, the lotion used in so many leading hospitals, and by more mothers than any other!

Baby Magic not only soothes the newborn's skin . . . it actually prevents diaper rash, chafing and chapping when used regularly. It's a must for the modern nursery . . . as are pure, pure Mennen Baby Powder and Baby Oil!

PREVENTS DIAPER RASH when used regularly. Baby Magic heals diaper rash, too! Checks chafing. Giant size, \$1. Squeeze bottle, 60¢.

ANTI-CHAFING POWDER! It's a special anti-chafing formula that actually resists moisture. It clings longer, too! 30¢, 55¢.



BABY-CLEANSING OIL! Bathe baby with it daily until navel heals. Use regularly to cleanse diaper area without harsh rubbing. 50¢, \$1.

ALL PRICES TAX FREE

for
babies
it's

Mennen

HOLLYWOOD WHODUNIT: AN OSCAR, WHOWONIT?

Where is the writer who fits description at right?



ORPHANED OSCAR is accepted by Jesse Lasky Jr. for Robert Rich.

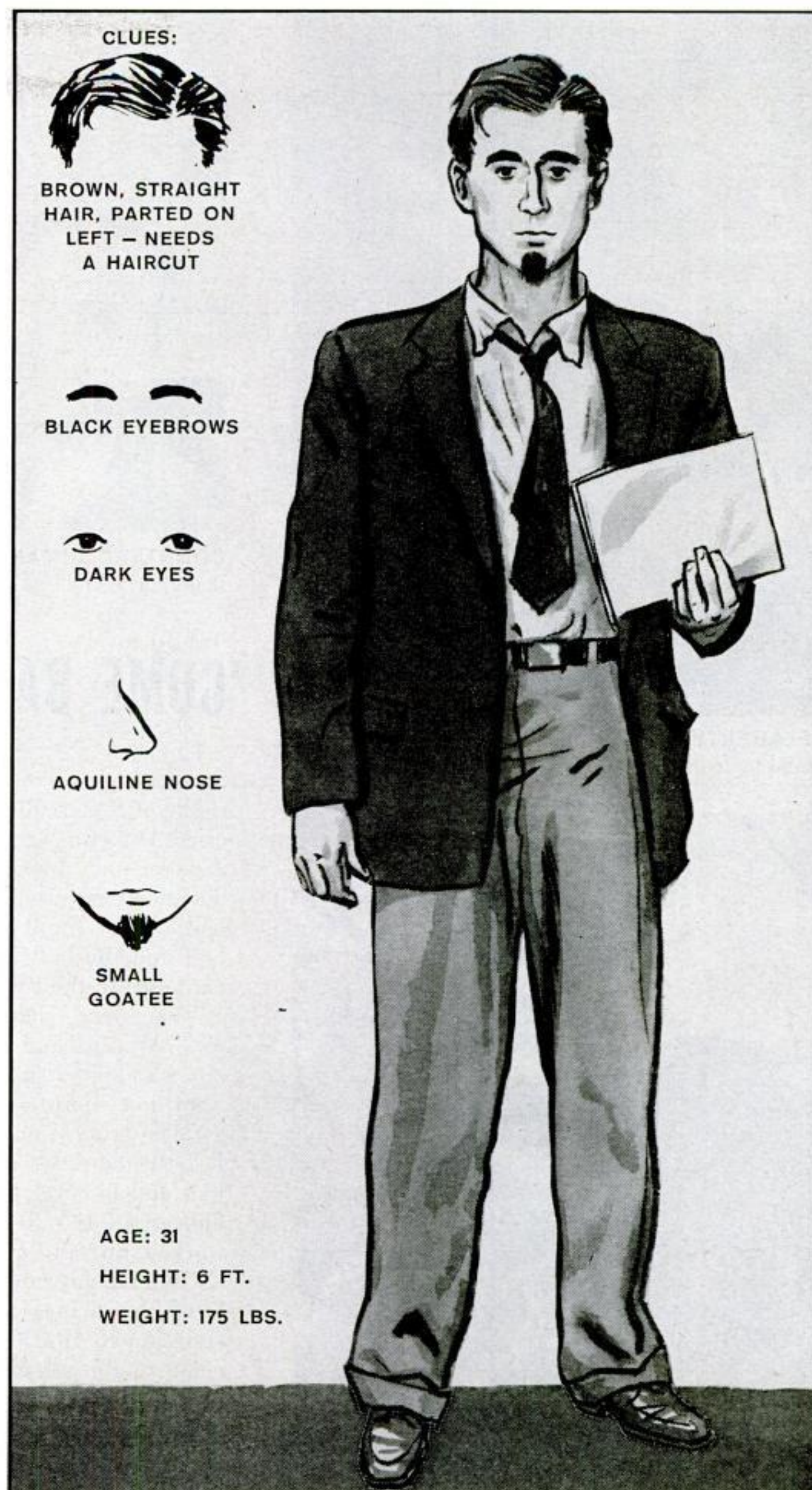
Hollywood was baffled, albeit happily. The big question was who—if anybody—is Robert Rich?

A writer of that name had won an Oscar for the best original story of 1956, which had been made into a movie called *The Brave One* by a pair of producers called the King Brothers, famous for B pictures. It was a sentimental piece about a Mexican boy and his pet fighting bull. As Frank King recalled it, he was in a Munich hotel in 1952 and a man—an ex-GI maybe—came up and said he had an idea for a movie and was Mr. King interested? Mr. King was, for a modest sum.

But though he was a nominee for the Oscar, Robert Rich did not show up for the ceremony. Academy officials thought the reluctant writer merely modest. He had telephoned for tickets to the ceremonies, then phoned again to say that his wife was sick and he would not be able to attend. When his name was announced as winner of an Oscar, Writer Jesse Lasky Jr. went forward in his role as vice president of the Screen Writers Guild and accepted the award in Rich's name. Rich was famous. But who and where was he?

He was not the man who had asked about tickets. The telephoner's name was Robert Rich but he was no writer, only a bookkeeper. He happened to be a relatively poor relation of the rich King brothers. This, shouted Frank King, was pure coincidence. "So what if it is the same name? How many Frank Kings are there? It's crazy, that's all. It's nuts, that's all." He would recognize Rich anywhere, King insisted, listing clues to the man's identity (*right*). "I know where Rich is," he confided. "He is in Europe." Earlier he had put the man in Australia.

So Robert Rich remained unembodied. Who was he—a blacklisted Communist writer working under another name or just a name cribbed to adorn a cribbed plot? The argument (*next page*) rolled merrily on.



RECONSTRUCTED ROBERT RICH, ghostly writer, has been drawn from clues provided by Frank King (*next page*) who says, "I'd recognize him anywhere."



HEROES OF MOVIE are Leonardo (Michel Ray) and Gitano, whom he brought up from a calf. In bullring, Gitano proves so brave he is reprieved from the kill.



WRONG ROBERT RICH, nephew of the Kings, admits that he pretended to be award-winning writer in order to get tickets to the Oscar-awarding ceremonies.



FLAHERTY CLUE to the mystery is a script here held by his widow, Frances, and his brother, David.



WELLES CLUE is film about boy and bull he says he made from Flaherty script but never finished.



COUNTERCLAIMANTS for Rich's honors are Paul Rader, who holds a gag Oscar inscribed "for the



best story borrowed in 1956," and Edward Nassour, who is filming Rader's script with animated dolls.

'COME BACK ROBERT RICH WHOEVER YOU ARE'

Some people were sure they knew where the riddle of Robert Rich started. "Back in 1931," cried Director Fred (From Here to Eternity) Zinnemann. "I was associated with the great documentary producer, Robert Flaherty. He had a story about a kid who raises a fighting bull and the bull fights so bravely that he is pardoned in the ring."

"Very true," agreed Robert Flaherty's widow. "My husband wrote a story idea about a boy who loves a fighting bull. But now I would not think of protesting the award."

"The story," chimed in Orson Welles, "is Robert Flaherty's invention. I bought it from him and in 1941 I shot thousands of feet of film on it. But if they used our stuff and it worked, hurrah for them."

"We are not amazed," grumped Frank King, brushing off these claims. "You can give this situation to 10,000 writers and they all must come to the same conclusion: you can't kill the bull and you can't kill the boy."

But King could not brush off another claim. Willis O'Brien had sold a story called *Emilio and the Bull* to Jesse Lasky Sr. who assigned it

to Jesse Jr. (who accepted the Oscar for Rich). That did not result in anything. Later the Nassour Brothers, independent producers, bought it, had it reworked by a writer named Paul Rader. In February the Nassours sued the Kings, charging the format of their story had been pirated in *The Brave One*. Last week the Kings settled out of court. But who is Rich?

One finger of suspicion pointed to Dalton (Thirty Seconds Over Tokyo) Trumbo, one of the Hollywood screenwriters jailed for refusing to testify about Communist connections, therefore unable to write for Hollywood studios—under his own name at least. "I'll neither deny nor confirm that I wrote it," he said happily. "In that way I am able to steal part of the credit for practically every good picture made." Then he issued a poem:

*Come back, Robert Rich, whoever you are,
Return so the ghost can be shriven.
Do you live on the moon, do you live on a star?
Is that where your legends are scriven?*

"If only we could find Rich," sighed Morry King. "we'd have a party for him, have some drinks, invite the press—should be great."




IN CENTER OF CONTROVERSY are fast-talking King brothers, Morry (left) and Frank, who are

indignant at suspicion that Rich might be a figment of the imagination. They promise to solve puzzle.



HAPPY SUSPECT Dalton Trumbo lives quietly, is rumored to write scripts under assumed names.



Feel UP to the fun
that's so good for you...



When a headache,
upset stomach or tired-
achy feeling keeps you
from having fun . . .

take the medicine that's so refreshing

In the spring of the year, the simplest pleasures are everywhere . . . and everything is new and fun. But you have to feel good to really enjoy life—to feel UP to the fun that's so good for you! When a headache, upset stomach, or that tired-achy feeling comes along, take ALKA-SELTZER for refreshing relief! ALKA-SELTZER tablets fizz in the glass—this is the chemical action that causes the ingredients to change into an effective and fast-acting *solution* that gives *combination relief*—relief for headache and upset stomach, as well as that “out-of-sorts feeling” that's so much a part of them. To feel UP to the fun that's so good for you, take ALKA-SELTZER!

WHEN YOU HAVE A COLD . . . discover how pleasantly and effectively ALKA-SELTZER relieves the ache-all-over feverish feeling. Makes a soothing gargle, too. Let ALKA-SELTZER help you feel better while you're getting better.

favorite of so many



**Alka-
Seltzer**[®]
BRAND

for relief that does so much!

MILES LABORATORIES, INC. . . . for Better Health
Elkhart, Indiana

WATCH THE "FAT-CALORIES"
IN YOUR DIET TO LIVE
LONGER!

Not all calories are fat-calories! Nutritionists question the wisdom of so much fat in American diets. But you can reduce the fats in your diet by following this guide, prepared by nutritional experts and offered as a service by General Mills. Read the side panel for a more complete explanation of the way that the "Breakfast of Champions" can contribute to a low-fat program that may help you lead a longer, healthier life.

WHEATIES "FATS-IN-FOOD" COUNTER

Source: Composition of Foods—U.S. Dept. of Agriculture Handbook No. 8

Food Measure		FAT CALORIES			Food Measure	
Total	FAT	Number	% Total	Calories	Total	FAT
Calories	Calories				Calories	Calories
APPETIZERS AND FIRST COURSE						
Nuts, peanuts (1/2 cup)	286	71%			VEGETABLES (continued)	
Nuts, walnuts (1/2 cup)	289	88%				
Olives (2 green)	1	7%				
Pickles, Dill (1)	0	0%				
Pickles, Sweet	0	0%				
Popcorn (1)	0	0%				
Soup, Beef	6	11%				
Soup, Chicken	0	0%				
Soup, Cream	0	0%				
Soup, Tomato	0	0%				
MEATS	105	52%			FRUITS (cont.)	
Ham (3 oz.)	24%					
Hamburger (3 oz.)						
Lamb Chop (3 oz.)						
Lamb Roast (3 oz.)						
Liver, calf (3 oz.)						
Macaroni and Cheese (1 cup)						
Oyster Stew (1 cup)						
Pork Chop (3 oz.)						
Pork Roast (3 oz.)						
Pork Sausage (1 oz.)					READ, CEREALS, CRACKERS	
Rice, cooked (1 cup)						
Salmon, canned (3 oz.)						
Shrimp, canned (3 oz.)						
Spaghetti (1 cup)						
Tuna, canned (3 oz.)						
Beans, Green (1/2 cup)						
Beans, Lima (1/2 cup)						
Beans, Pork and (1/2 cup)						
Beets, canned (1/2 cup)						
Broccoli (1/2 cup)					FRUITS	
Cabbage, cooked (1 cup)						
Carrots (1/2 cup)						
Celery (1 cup)						
Corn, canned (1 cup)						
Lettuce (1 cup)						
Onions (1 cup)						
Chocolate (1/2 cup)						
Cream, light (1 tbsp.)						
Cream, whipped (1 tbsp.)						
Egg, 1 boiled						
Egg White					THIS LOW-FAT WHEATIES BREAKFAST	
Egg Yolk						
Margarine (1 tbsp.)						
Milk, skim (1/2 cup)						
Milk, whole (1/2 cup)						
Peanut Butter (1 tbsp.)						
Salad Dressing, cooked (1 tbsp.)						
Salad Dressing, French (1 tbsp.)						
Salad Dressing, Mayonnaise (1 tbsp.)						
Apple, raw (1)						
Apricots, canned (4 halves and 2 tbsp. syrup)						
Avocado (1/2)					WHEATIES "Breakfast of CHAMPIONS"	
Banana						
Blueberries (1 c)						
Cantaloupe (1/2)						
Cherries, raw						
Cranberry S.						
Dates (1/2)						
Grapefruit						
Grapes						
Guava						

THIS LOW-FAT WHEATIES BREAKFAST

Average Serving of Wheaties, Banana & Whole Milk

FAT CALORIES		
TOTAL CALORIES	NUMBER	% TOTAL CALORIES
296	50	17%

WHEATIES "Breakfast of CHAMPIONS"

FREE! WHEATIES FATS-IN-FOOD COUNTER

Use
now

How cereals like Wheaties may actually help you live longer...

this "Fats-In-Food" Counter on back of Wheaties packages

Important new discoveries have caused many nutrition experts to express concern over the high percentage of fat in our meals. Recent studies indicate that common heart ailments are more prevalent in groups living on high fat diets. Some fat is nutritionally necessary. But the present American average—40% to 50%—is too high, many medical experts feel. These authorities recommend that our total fat intake be cut to 25% to 30%.

If your meals are too heavy in fats, you'll want to regulate them. And here Wheaties can help you in two very important ways . . .

Use the "Fats-in-Food" Counter that is printed on the back of Wheaties packages. This exclusive, copyrighted counter tells you, quickly and accu-

ately, the number and percentage of *fat* calories in more than 90 different foods.

Cutting down on fats at breakfast is deliciously simple! Wheaties with milk and fruit totals only 17% fat calories . . . Wheaties alone, a bare 4%. The other 96% of Wheaties calories?—non-fat protein and food energy types that help you stay in trim, yet give you a sound nutritional send-off that keeps you going strong all morning long. There's the food power of a whole kernel of wheat in every Wheaties flake.

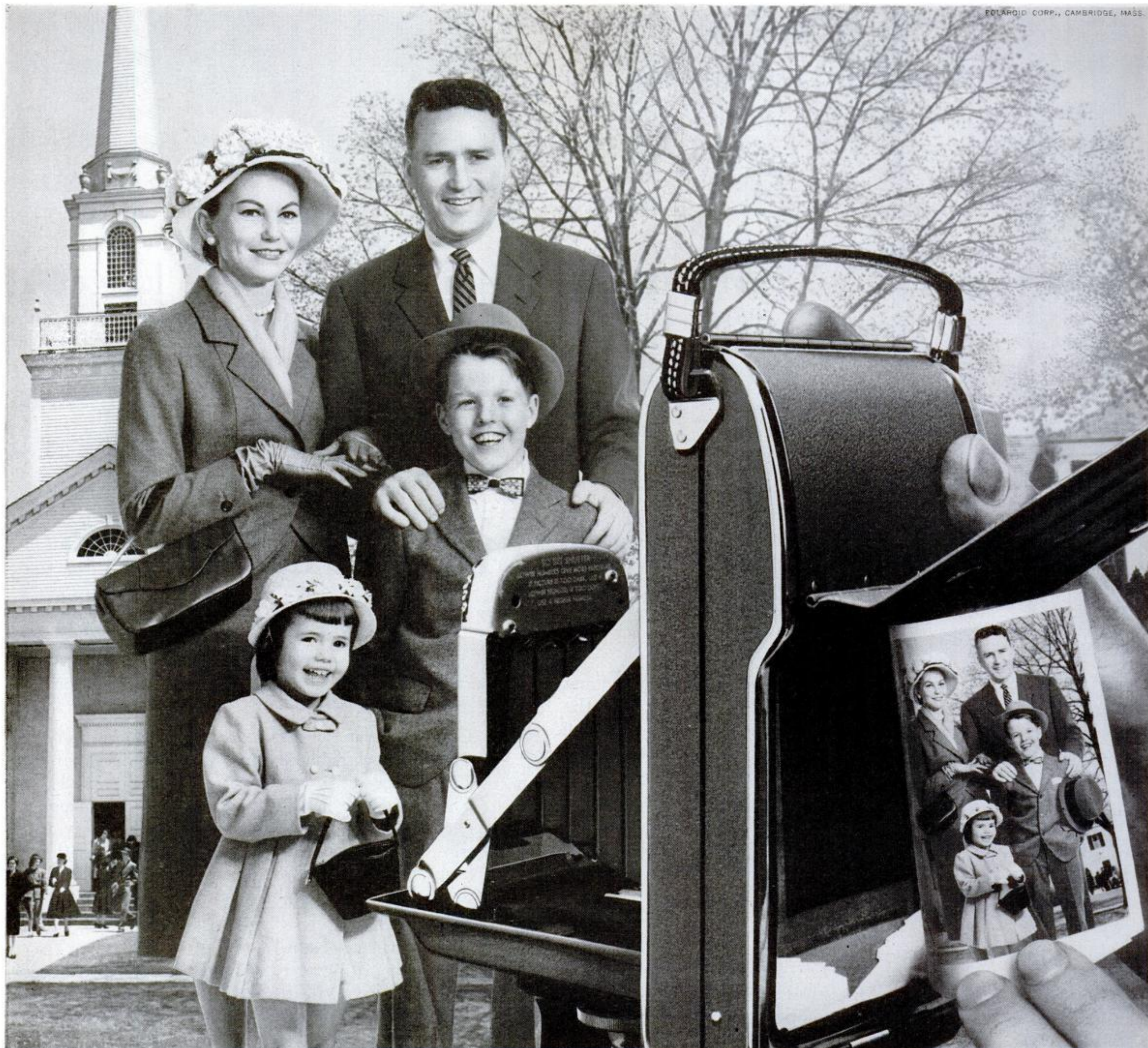
Swing over to your low-fat program now. Tomorrow morning start your day with a delicious, crackling crisp Wheaties breakfast . . . the low-fat, high-energy breakfast that will add youth to your years, and well may add years to your life!

WHEATIES "FATS-IN-FOOD" COUNTER HELPS YOU CONTROL FAT CALORIES

Ordinary calorie counters simply list total calories, but not all calories are fat calories! The copyrighted Wheaties "Fats-In-Food" Counter tells you not only the total number of calories, but the number and percentage of *fat* calories as well. Yours Free from Wheaties . . . at your grocers now.

If your grocer is out of special Wheaties "Fats-In-Food" Counter packages, for yours simply mail a Wheaties box top to: "Fats-In-Food" Counter, Box 398, Minneapolis, Minn.





Uncle Ed took our picture with the Polaroid Land Camera. Seconds later...

we knew that it was perfect!

Snap it... see it!

It's not often the whole family looks as spiffy as they do on Easter Morning. Here's a picture you don't want to let get away.

With a Polaroid Land Camera you snap it one minute, see it the next. No waiting and wondering how your shots turn out. If Jimmy blinked, just as you snapped it, you don't find out a week later. You find out right away. Just shoot it over on the spot and get a honey! The shots you really want don't get away from you with *this* camera!

And with the new panchromatic Polaroid Land film, the quality of these pictures is just magnificent. Details come out unusually sharp and clear—even if half your subject is in brilliant sunlight and half in deep shadow.

Think seriously about getting a Polaroid Land Camera. Next time you walk past a store that sells cameras—turn around and walk in. Take a couple of pictures yourself with one of these cameras. You'll be amazed how easy it is to work.

Facts you may not know:

1. Today's Polaroid Land pictures don't fade—they last just like any other pictures.
2. It's easy to get extra copies and enlargements.
3. No complicated f-stops. Single dial controls exposure. This camera's a cinch to work.
4. This camera costs less than you think. Only \$1.50 a week at most stores.
5. 60-second pictures cost no more than ordinary pictures. (No developing charges.)

POLAROID® LAND CAMERA WITH NEW PANCHROMATIC FILM

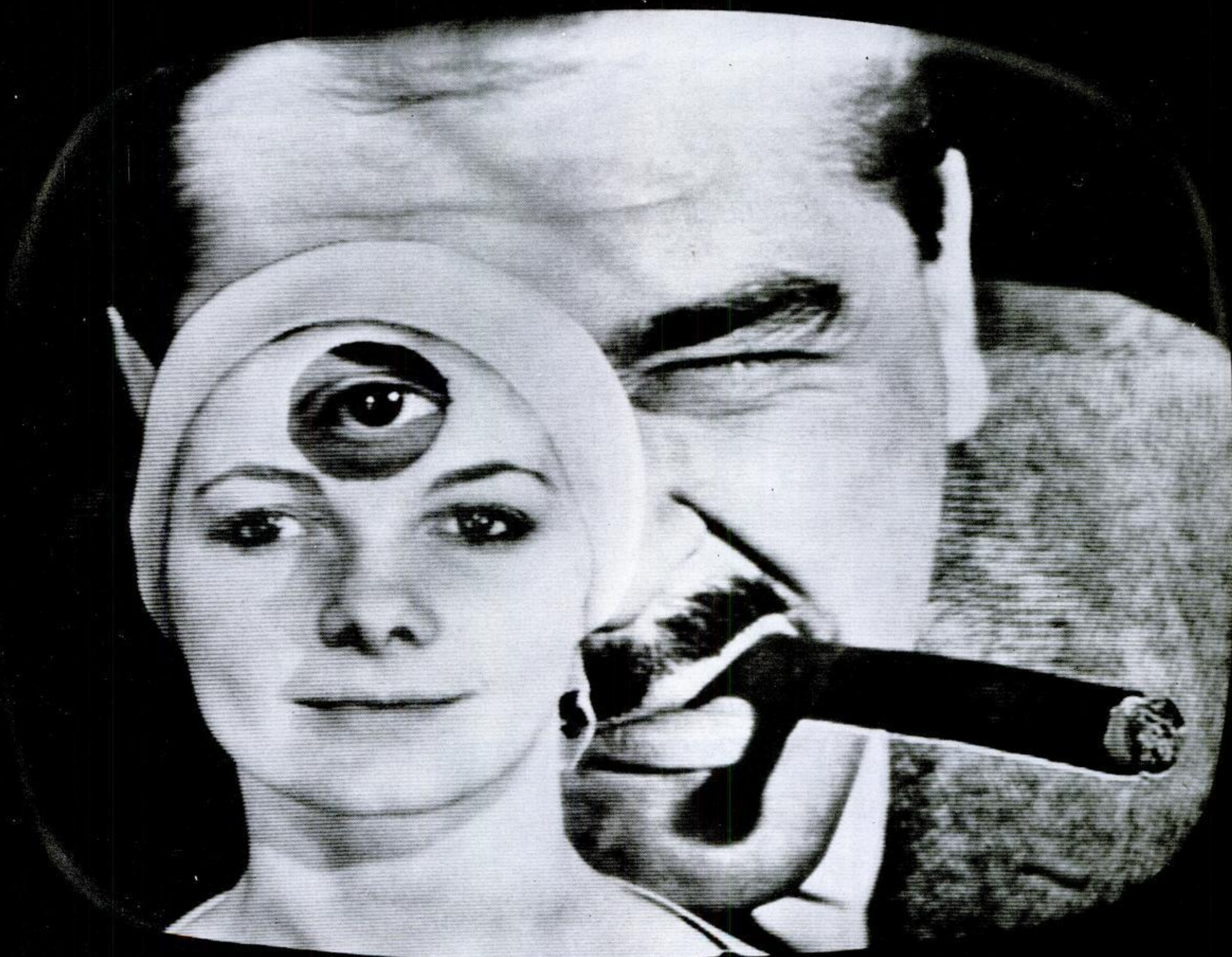
AN ELECTRONIC COMIC AND HIS TV TRICKS

Ernie Kovacs is funnyman with ideas in national drought of mirth

The cigar-chewer below sighting down an electronic hole he has bored through the head of his lady assistant is Ernie Kovacs (see cover), whom many critics see as the man most likely to rouse TV comedy out of its present unamusing rut. An inventive, uneven but frequently inspired entertainer, Kovacs has had no regular TV program of his own for a while but his guest appearances have been hilarious and his one full-length show was the funniest program of the season. His talents stand out all the more in the

present crisis in comedy (pp. 176-179) which is cutting down both the audiences and appearances of such high-rating stars as Gleason, Caesar and Gobel.

Kovacs uses the tools of television for his own comic ends. Taking advantage of the enormous flexibility of the TV camera, he puts together gags and situations so outrageous yet so skillfully done that his nonsense takes on its own logic. How he applies his comic philosophy is explained on these pages in a picture compendium of Kovacs.



WHILE ERNIE KOVACS PEERS THROUGH HER HEAD, ACTRESS BARBRA LODEN TAKES PART IN THE PIECE OF ELECTRONIC TRICKERY EXPLAINED ON NEXT PAGE

Photographed for LIFE by RALPH MORSE

CONTINUED



MAKING A HOLE in Barbra Loden's head, Ernie Kovacs pastes black patch on forehead before posing

her against black background. When photographed, the black against black gives illusion of a hole.

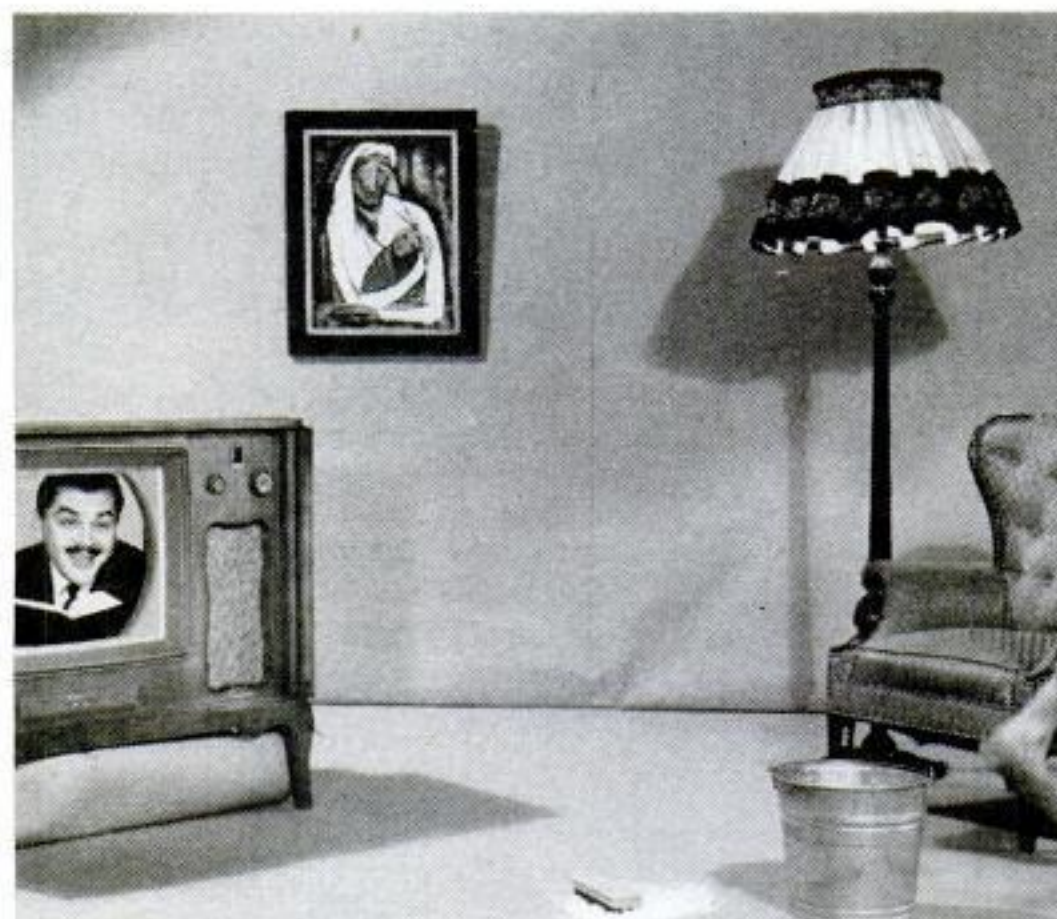


GETTING EYE LINED UP on patch, Kovacs and Miss Loden pose before cameras, one photographing

A COMIC SKIT, KOVACS STYLE



STORY OF HARASSED HOUSEWIFE is presented in three versions (*above, below and bottom opposite page*) by Kovacs. The version above goes the way he



thinks it should. Housewife is scrubbing the living room floor while a TV poet, played by Kovacs, reads a eulogy of domestic life. When she hears the baby cry,



SAME SKIT, TOO MUCH CAMERA



OVERDRAMATIC SCRUBBER, according to Kovacs, seen in a version of comic skit shown above, is (*left*) competing for viewers' attention with soaped floor,



pail and TV poet. In close-up (*center*) the poet, source of her annoyance, is not seen. When she kills him (*right*) her reaction is lost in the foreground shadows.



ERNIE AND THE CAMERA



her face, the other his. Kovacs watches TV monitor to get his eye superimposed exactly on the patch.

Like Gallagher teamed with Shean, Kovacs teams with the camera. A producer and writer who stages his own shows, Kovacs puts camera filters to fanciful uses (*right*), fits the props himself before lining up the superimposed camera shots (*left*) which enable him to squint through a human head (*preceding page*).

But Kovacs has learned, through his own mistakes as much as anything, that the camera can intrude on comedy too, cutting much of the wit out of a comedian's work. In the picture strips below, he illustrates three ways of staging the same skit. In the first strip (*extending across the center of pp. 168, 169*) he stages it properly. With the camera stationary throughout and never altering focus, none of the comedy gets cropped out of the TV screen. In the second version (*bottom of p. 168*) the camera draws attention to unessential parts of the scene, misses the main action, and introduces an unsuitable reality.

But the comedian—and Kovacs himself has been guilty of this—can get out of hand. The skit in broad slapstick (*bottom of this page*) loses the pretense of credibility this kind of nonsense needs. Kovacs thinks it would get by in a noisy nightclub, but never on home TV.



SPOOFING COSMETICS AD, Kovacs' TV lens filter clears half a face, leaving other half blotched.



she rises from her knees, goes to the nursery upstairs. After scrubbing the floor a while longer, the doorbell rings, and she goes to pay the milkman. Back on her



knees again, she finds the droning of the poet too much to endure. She shoots him. Then she turns to see the dead poet fallen halfway out of the television set.



SKIT WITH TOO MUCH SLAPSTICK



OVERGAGGED VERSION has the poet partly present (*left*) as the haggish housewife scrubs. In a slapstick shift of identity, he is also the milkman who

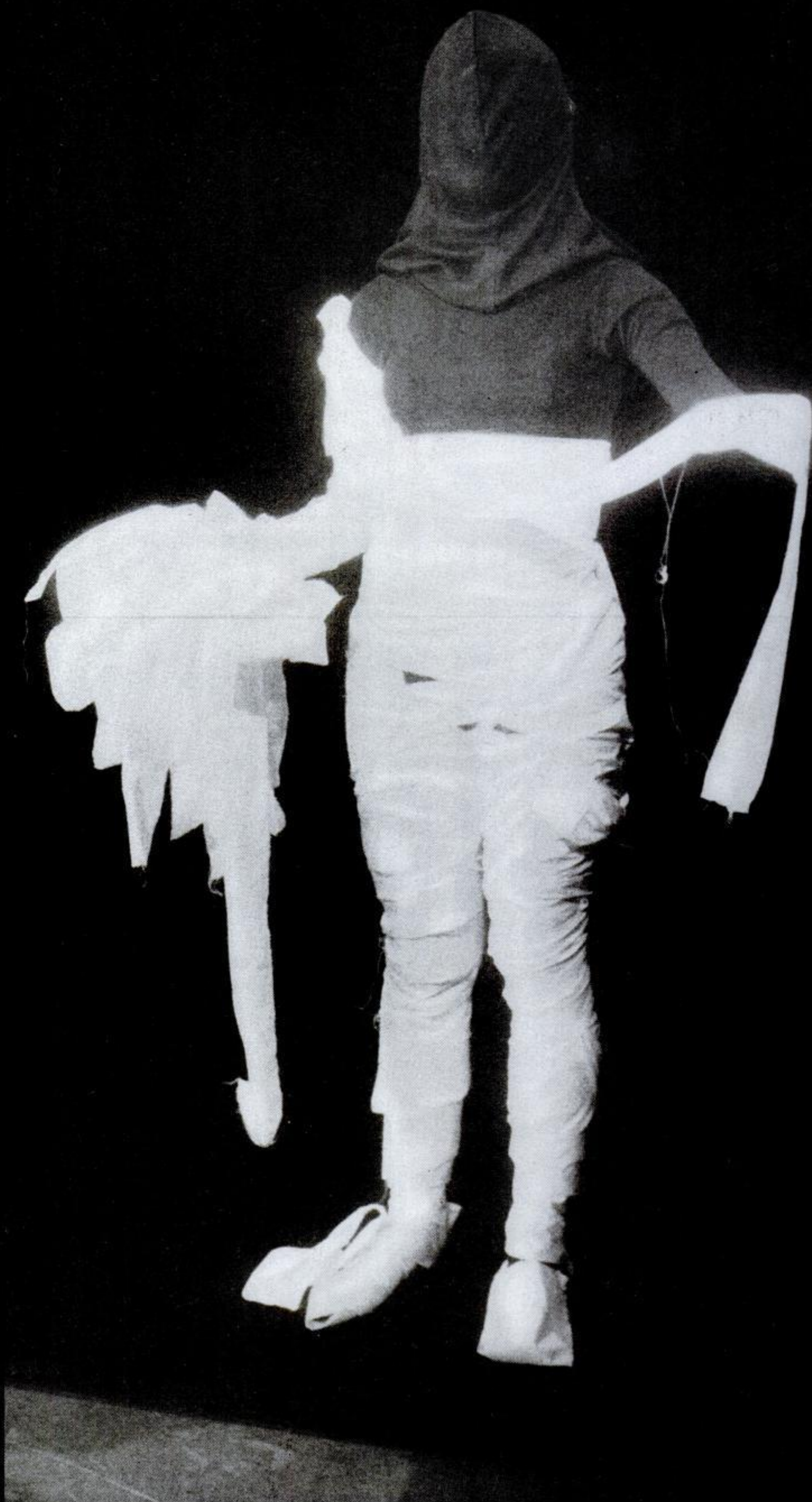


forces a hug and kiss on his customer (*center*). When he reappears in the television set to go on with the poem, she fires a paper pistol, killing the climax.





WHITE WRAPPINGS are rolled by Kovacs around model sheathed in black before she goes on TV.



UNWINDING WRAPPINGS, girl stands with head covered by black hood which is invisible against the

black background. This produces the effect shown in the middle of the three pictures at the right.

VANISHING GIRL AND HALF MEN

One of Kovacs' specialties is making people disappear, either in whole or in part. Through the ingeniously simple process shown in the series of pictures at left, he makes a lady vanish. In his recent guest appearance on Perry Como's show, Kovacs made himself and Singer Tony Bennett (below) nonexistent from the waist upwards as they spoke with their host. "Tony and I couldn't get dressed in time," Kovacs was heard explaining, "so we just sent out our legs." Kovacs keeps pushing the invisibility gag into new forms. "Someday I'm going to do one and not understand it myself," he says, "and just get the hell scared out of me."

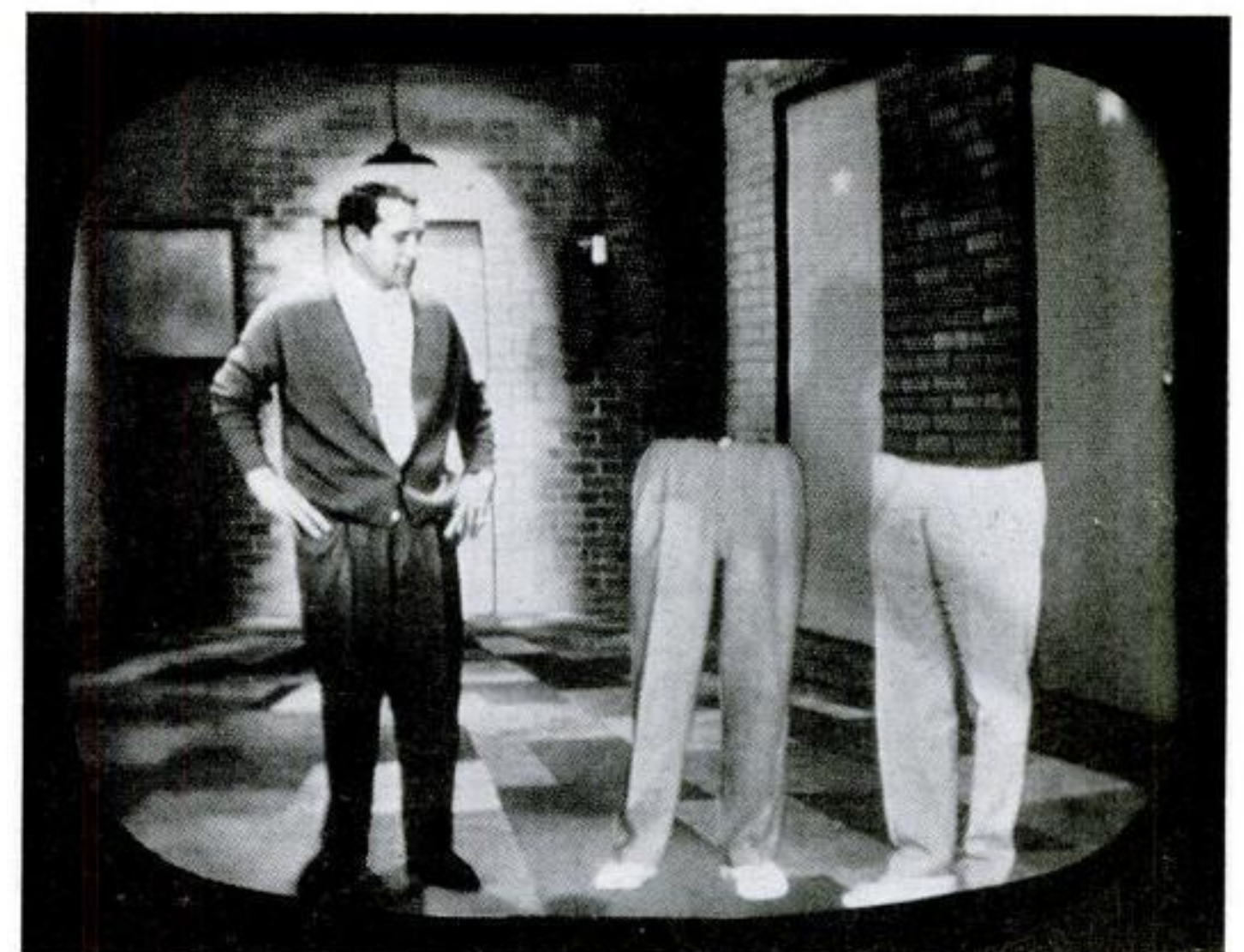
Kovacs likes to pretend that television is radio in reverse, and fills the silence with "sight gags." Once when he opened a biography of Thomas Edison, a blinding electric light bulb glared up at him. Another time, adding sound, he turned to *Camille* and a soft, consumptive cough was heard.



WAY GAG WORKS is shown here. Picture of girl unwinding wrappings is superimposed on scene of Kovacs on another set. At end, Kovacs holds the wrappings.



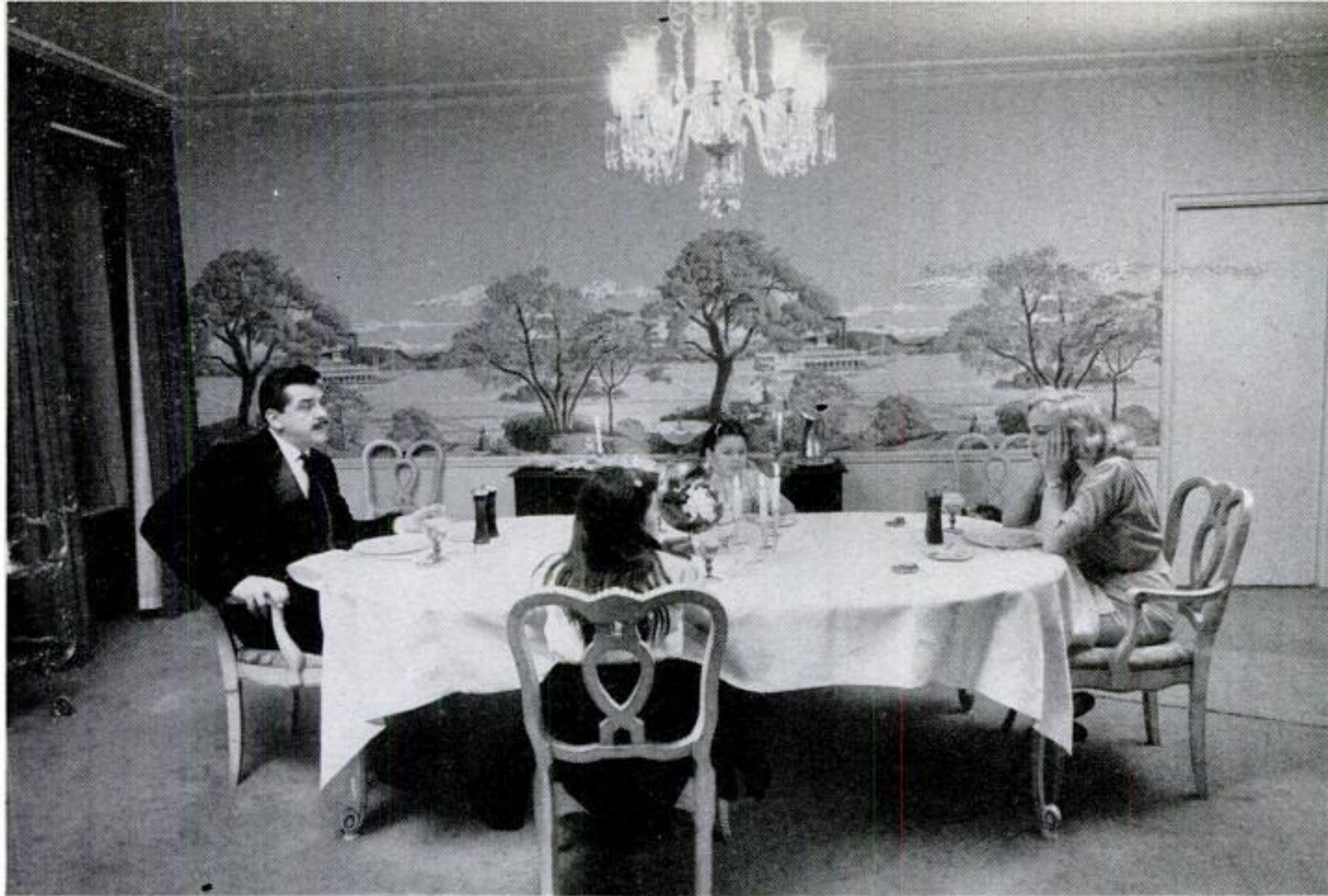
HALF-MISSING MEN, stand-ins for Kovacs and Tony Bennett (above), were half clad in black while photographed against black backdrop. Another camera pictured Perry Como alone. When pictures were superimposed viewers saw scene below. Kovacs and Bennett voices were piped in from an off-the-set microphone.





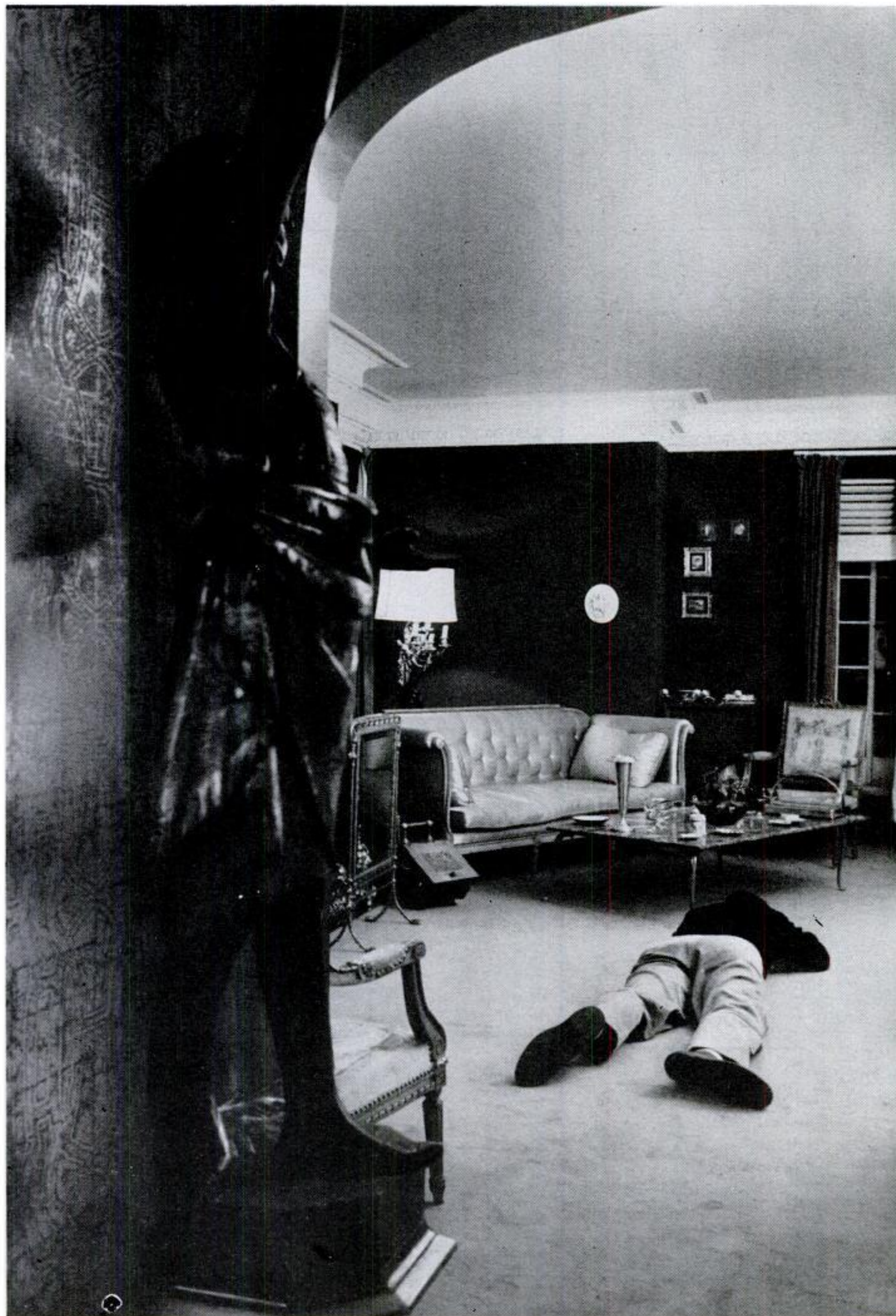
WATCHING TWIN TV SETS installed in the master bedroom of their 16-room apartment, Kovacs and his wife, Edie Adams, tune in different late night shows.

Between them is their Yorkshire terrier, Pamela. "Edie's never said 'Get that cigar out of here before I tear your arm off,' " Ernie boasts. "I love her for that."



AT FAMILY DINNER in New York duplex Kovacs sits with his daughters, Betty (*back to camera*), 10,

and Kippy, 9, and Edie. Edie, who has appeared on his shows, is starred as Daisy Mae in *Li'l Abner*.



AFTER-DINNER NAP is taken face down on floor as soon as Kovacs gets Edie off to work for the

night. Until she returns Kovacs ordinarily works on scripts for shows but is now finishing a novel.



IN OFFICE in his apartment, Kovacs watches one of his five TV sets. He has collection of 41 guns.

FUNNYMAN'S HOME LIFE

"I used to be a chain smoker," Kovacs says, "but I gave it up because the chains were ruining my teeth." Smoking cigars—he smokes \$13,000 worth a year—is a habit he picked up when he worked in drugstores in his home town of Trenton, N.J. There he had started his theatrical career by singing Gilbert and Sullivan in high school, going on to summer stock.

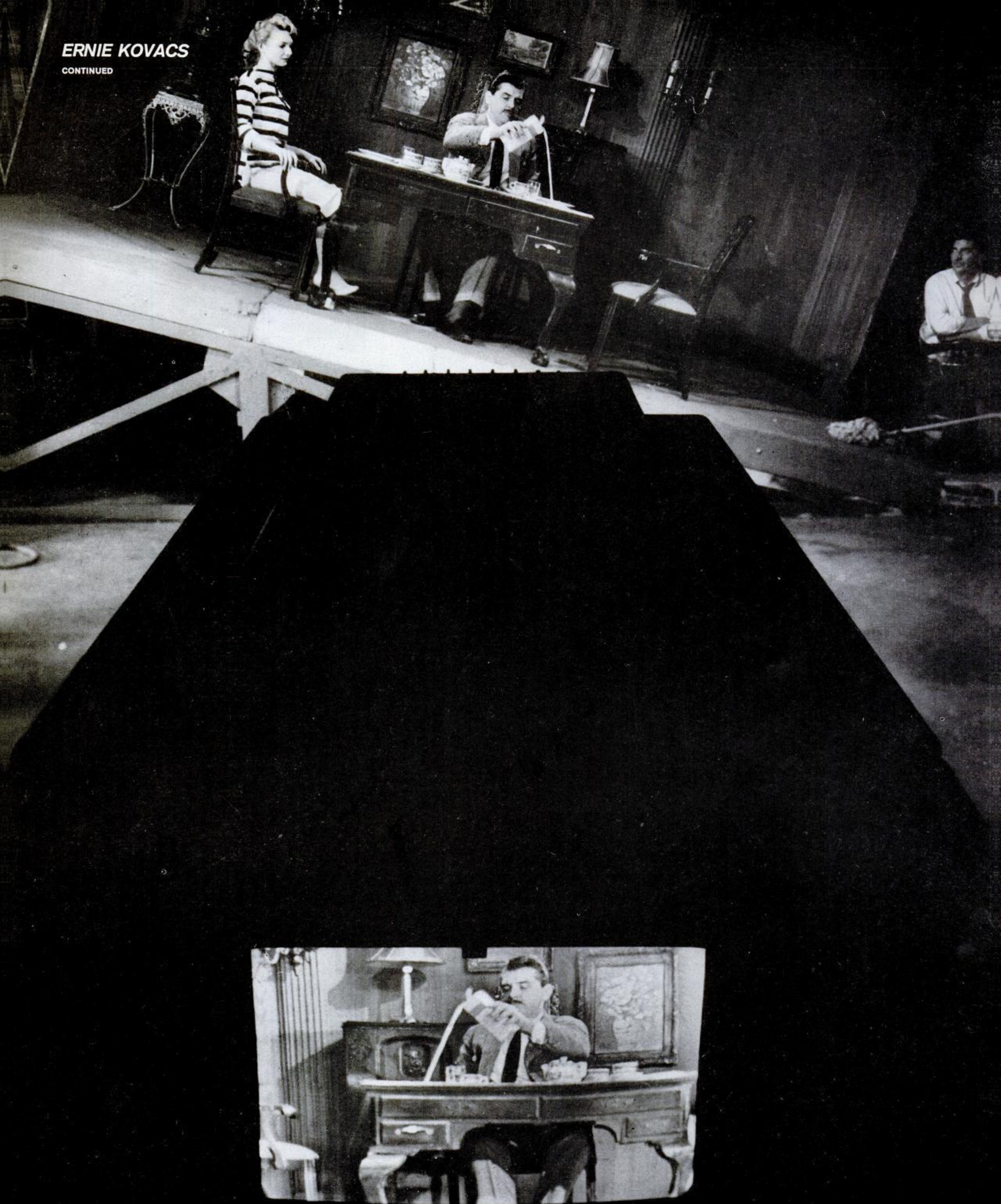
In Trenton in 1948 he was a disk jockey and gag writer, doing a column for a Trenton paper. He made his television start in Philadelphia in 1949 and later often appeared upside down running a vacuum cleaner over the studio ceiling. Brought to New York, he has worked for all the major TV networks but now, tired of his travels around the trade, he has offered to be NBC's alone next year for a quarter of a million dollars. NBC seems very interested.



PACKING FOR TRIP to Hollywood, Kovacs fills two valises with his cigars. He smokes 18 a day.

ERNIE KOVACS

CONTINUED



TILTED STUDIO SET was used in recent Kovacs show to give viewers at home impression that he had lost touch with law of gravity. At top, comedian, seated at a desk with assistant beside him, tries to pour milk from a carton. The liquid falls straight down, but because of tilt misses the glass and hits the table, not

perpendicularly but at an angle. Television audience saw picture reversed as shown in the viewer of the TV camera (*foreground*). Prism on the camera lens corrects the set's tilt to make desk seem level. But the angle at which milk hits table remains the same and milk seems to be pouring out at an implausible slope.

New PHILIP MORRIS gives you a natural smoke



Smoke Natural. No filter, no foolin'. It's just good tobacco that tastes *right*. A man couldn't ask for more.



Crushproof Box or Regular Pack

**REIS PERMA-SIZED®
KNIT UNDERWEAR
WILL NOT SHRINK
OUT OF SIZE!**



Purchase REIS PERMA-SIZED® underwear and we positively guarantee the size you buy is the size it stays! We have proven this beyond a doubt, through laundering after laundering... in every possible kind of equipment... in countless laboratory tests! And REIS PERMA-SIZED® needs no ironing... just wash and wear!

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\$1.10 & \$1.20
T-Shirts.....\$1.25
V-Neck T-Shirts.....\$1.50
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ERNIE KOVACS CONTINUED

COMEDY CRISIS WORRIES COMICS

All through TV there have been cries and whimpers of alarm over what is happening to comedy. Nobody was finding the comics very comical and they were losing audiences, sponsors and prized program times. Ernie Kovacs, with no regular show of his own, has not faced the test of a regular, bigtime program during this crisis of comedy and though he now seems inventive and fresh, his style, too, could pall.

Good laughs—rich, full-bellied yoks and boffs—are also currently hard to find on the Broadway stage, in nightclubs, on radio and at the movies. To well-weathered showmen comedy has always seemed to

have its fat and lean cycles, and they find no reason for alarm. But not so TV. For almost all of TV's 10-year history, the networks were convinced that comedy was what their vast audiences wanted most. When the viewers stopped laughing, the comedians themselves filled the air with conflicting views of just what was wrong. George Gobel, who will be teamed with Eddie Fisher on TV next fall, doubts that TV comedy is possible. "It's too tough to do," he admitted. "I can't come up with enough good jokes. I can't try them out first in Boston or Philadelphia, and I can't tell if the material is any good until I'm on the air. When I started on TV if I'd go for 20 seconds without a



GEORGE GOBEL thinks TV comedy is hard to do.

laugh I began to get panicky. Now I settle for less. Eventually audiences will too." Cutting down on the number of his shows and booking other dates to try out new jokes seems a solution to Gobel.

George Burns, who with Gracie Allen goes along at a steady but unspectacular pace, thinks cutting down on shows makes no sense. "If the theory is true that appearing every other week is better than appearing every week," he argues, "then once a month ought to be even better, and once a year better still. With that theory, if you don't go on at all you ought to be a sensation."

The comedian who is not going on TV at all these days is Milton Berle. Billed as "Mister Television," he is at El Rancho Vegas in Las Vegas, Nev. "Here you feel electricity in the audience," he notes. "On TV it's all in the studio cameras." Television, says Berle, wore him out so thoroughly that he has not even watched it for a year. Although he quit TV in 1956, Berle had most of a 30-year contract with NBC still to go and the network still pays him a large annual fee.

Sid Caesar, whose show, according to the statisticians, is attracting less audience than its competition, Bandleader Lawrence Welk, says that the Welk fad will not last and that his kind of comedy will. "The novelty of comedy has dropped off," Caesar complains. "It needs new impetus." Next season, Caesar will not be back on Saturday night, one of the most prized time spots on TV.

Another Saturday night performer, Jackie Gleason, has been nudged out of his Saturday night supremacy by Perry Como, according to the telephone surveys of the rating services. But according to the portly comedian that isn't the case at all. "When people are watching my show," he bellows, "they just won't answer the phone." Gleason believes a larger audience would be impossible to hold. "Every now and then a comic comes along with mass appeal. But those guys don't last. Even Chaplin wouldn't last on TV, and he was the best."

Some TV comedians, when laughter waned, have tried transforming themselves into different video figures. Milton Berle tried to change from the broadest of buffoons into a well-mannered master of ceremonies. It did not take. With another comedian a switch did take. Phil Silvers, a trusty old top banana in burlesque, transformed himself into Sgt. Ernest Bilko, the complete con-man in uniform. In a weekly series, *You'll Never Get Rich*, Silvers not only got himself rich but got named by just about everybody as the best new TV comic. This acclaim so alarmed Silvers that he started looking around at once for new ways to do the show the following year. Recently Bilko doffed his uniform to turn up in striped trousers and cutaway in a Wall Street

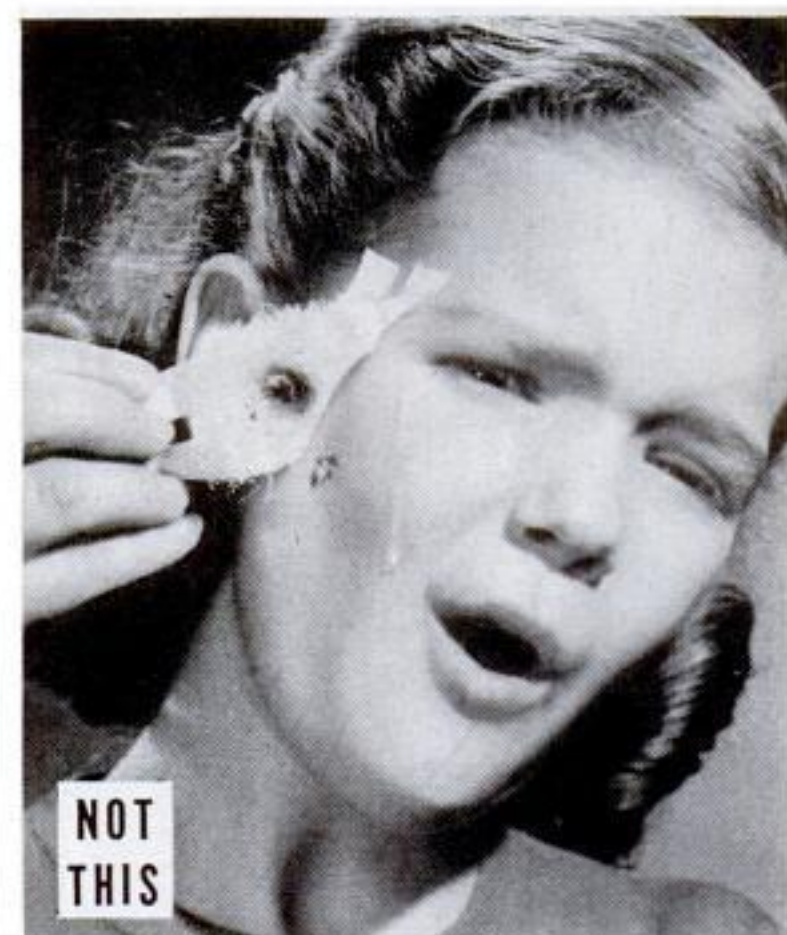


JACKIE GLEASON says Chaplin would fail on TV.

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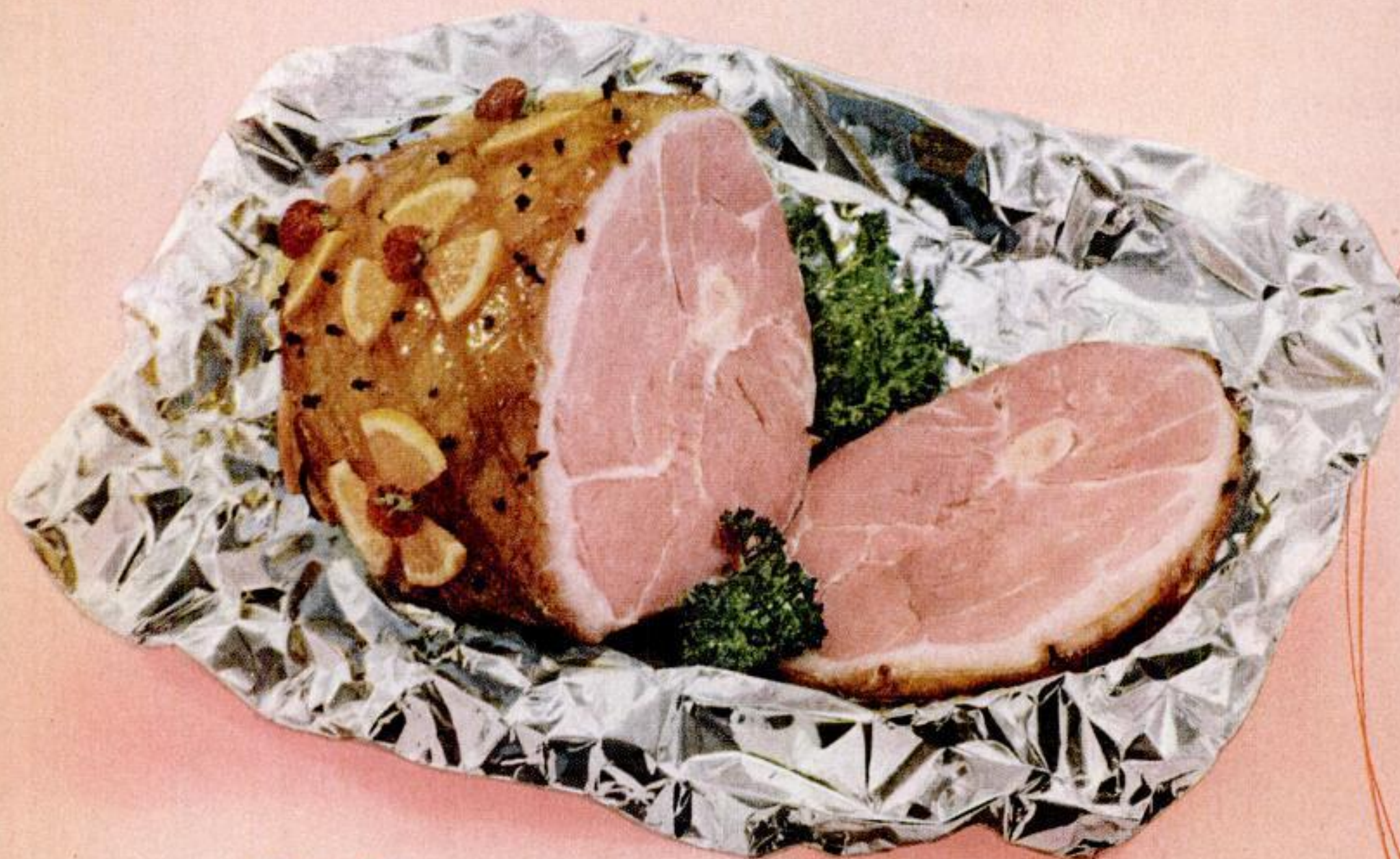
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See "CIRCUS BOY",
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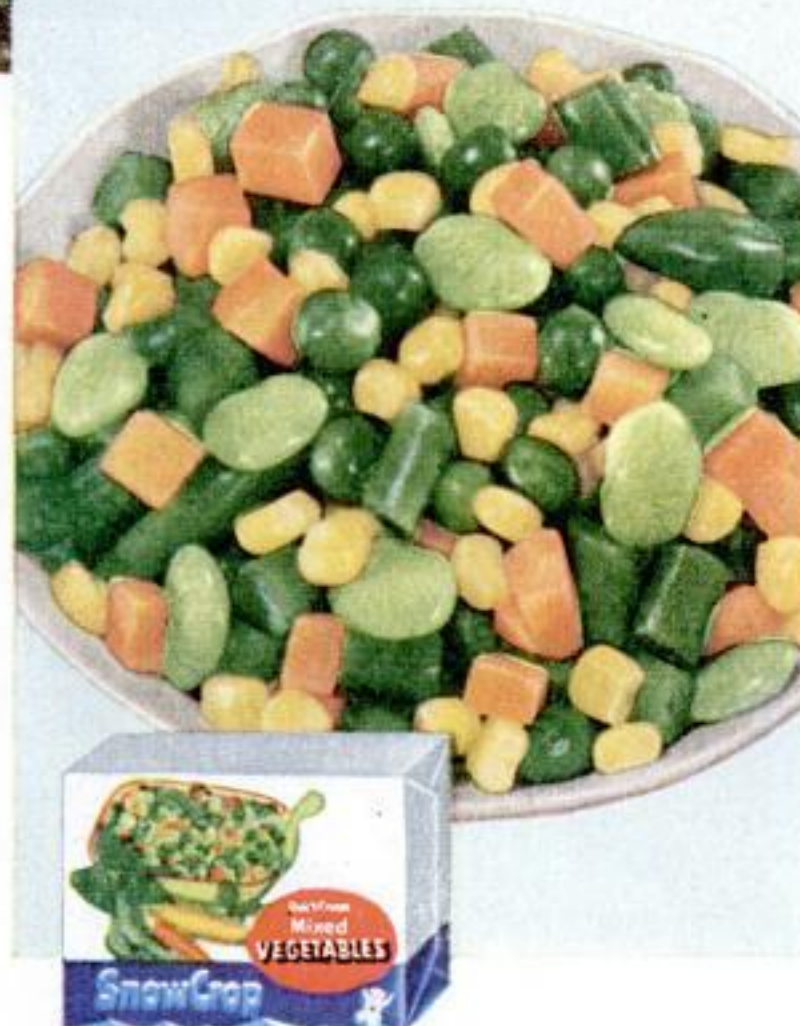


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ERNIE KOVACS CONTINUED

brokerage office. The day when he may be mustered out of the service entirely may not be far off.

Just being different may not be the answer. Through 46 years of vaudeville, radio and TV appearances, Jack Benny has been so steadfastly the same that he has been able to replace the Scotsman as the national prototype of the tightwad. Bob Hope, another comedian who has endured the grind of television, is still as predictable as his abuse of Bing Crosby. Both Benny and Hope depend heavily on their long personal histories and to most of the adult TV audience they have become permanent comic institutions, entitled even to an occasional night of witless jokes.

The general crisis in comedy, according to the program executives of the NBC and CBS networks, will not easily pass. The vaudeville



SID CAESAR says comedy needs new jokes, fans.

circuits, many of the nightclubs and most of the smaller radio stations which were the spawning grounds for network radio comedians are not doing anything similar for network television. There is no trial period now. "The minute a young comedian gets a giggle in Terre Haute, right away he's on the network," says Nat Hiken, who writes the Phil Silvers show. "And all kinds of bright young ones coming up from the bush leagues are dying on network TV for lack of major league material." Most observers of their rise and fall are convinced that it is the comedian's material more often than the comic himself which grows wearisome on TV. Even Jackie Gleason, an old hand at the trade, has decided to take next year off to appraise the problems besetting the TV comedian. Gleason's vacation is one he can afford. Under his 15-year contract with CBS he gets \$100,000 a year whether he is in front of the cameras or not.

New comedy material is clearly what comedians lack. But what the TV audiences lack is a genuine interest in any comedy. Most TV viewers drop into place before their sets because they have nothing more diverting to do at the moment. As an audience they cannot be counted upon to be either attentive or receptive because they have been assembled not so much by design as by default. A man who removes himself from a comfortable chair in his home to occupy a less comfortable one in a crowded theater becomes predisposed to laugh in a way he would never do if he stayed home. The comedians working in front of the cameras to amuse him are reaching for laughs in places where there are no laughs to get. "We need two new breeds of people," says Sid Caesar. "We need a new breed of writers to supply the jokes, and a new breed of people to enjoy them."

Ernie Kovacs carries this thought further to include a new breed of comics. He thinks comedians should tread easily on their customers, approaching the audiences as a talented conversationalist who has with him a visual bag of tricks and who realizes that home is no place to whack a man over the head with humor. "Let us say you live here," he explains. "Say that you have four neighbors on this floor. Three of them come over to talk at the same time Friday night after dinner. The fourth guy happens to be a great wit and comes in the door with his pants rolled up and a lamp shade on his head. With the others you don't have to get involved. You sit here and talk or play cards. But with the man who thinks he is funny you have to laugh. And the fact is that sometimes you just don't feel like laughing."



AT KOVACS' POKER PARTY friends are (clockwise from host at left) Russell Crouse, Howard Lindsay, Hal Friedman, Barry Schear and Herb Sussan.

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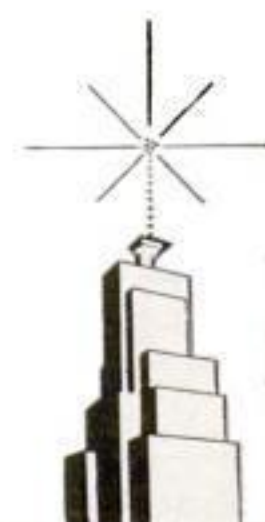
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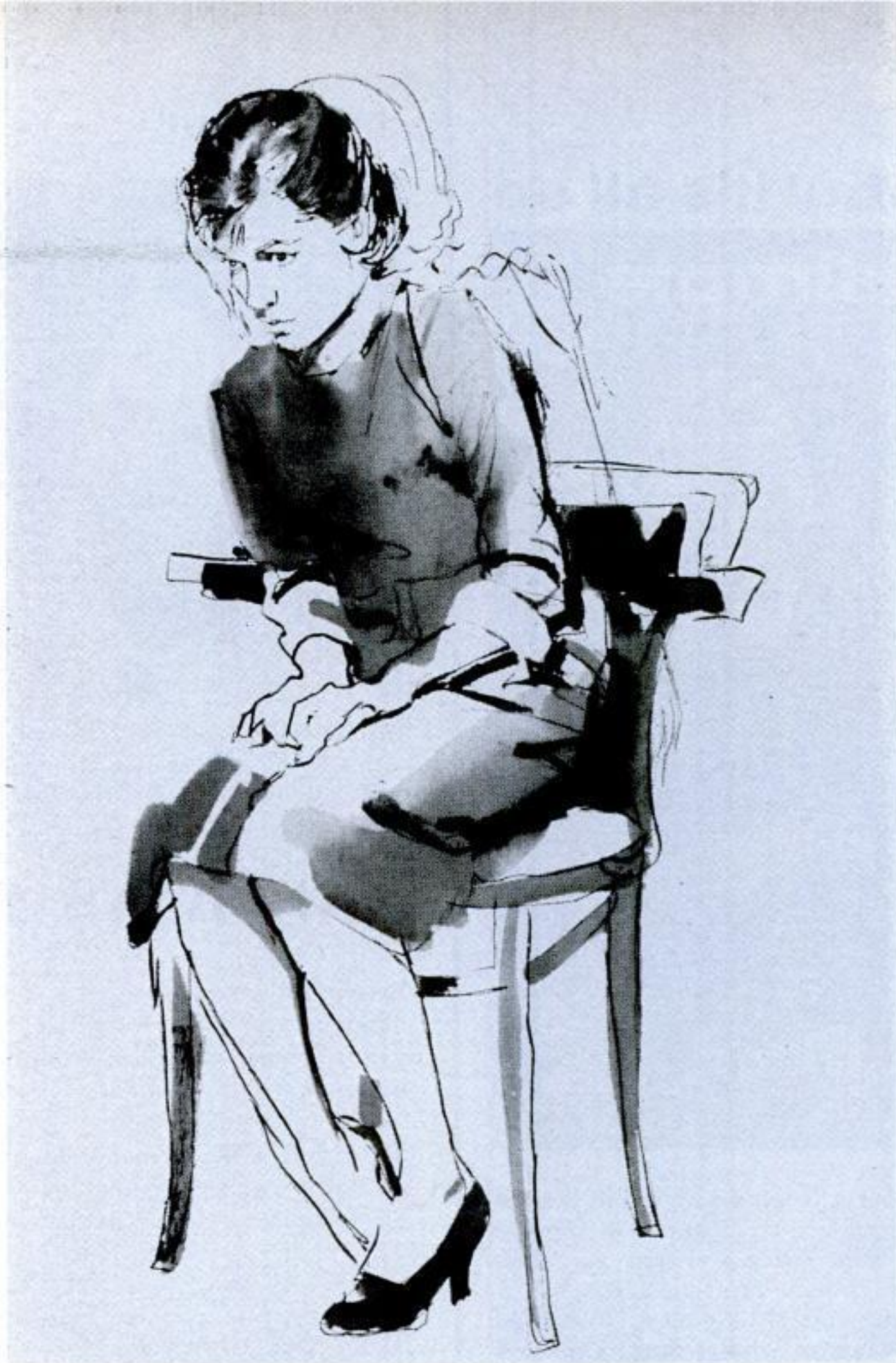
Three-Way War in One Body

STORY OF 'EVE' IS TO BE A FILM

The strange medical case of three women existing in one body has reached the proportions of a national best-seller. Called *The Three Faces of Eve* (McGraw-Hill), the book is a literate summary of the reports on a nervous, soft-spoken woman who some years ago called on Dr. Corbett H. Thigpen, a psychiatrist of Augusta, Ga., to be treated for severe headaches and mild blackouts. It seemed a routine case until in one interview the patient, fictitiously called Eve White, went into a semitrance and emerged as a totally different person.

Unlike shy Eve White, the new being, called Eve Black, was an uninhibited, almost vulgar coquette who despised Eve White and did things that embarrassed her. She refused to acknowledge her husband or her little daughter. After Dr. Thigpen was joined by Dr. Hervey M. Cleckley in the case, the patient was hospitalized for a few weeks. Later, to the doctors' surprise, still another personality emerged. This third personality, called Jane, was more poised, more intelligent than either Eve, and strove with them for dominance.

Eve's story, written by the two doctors, is now being made into a movie by Producer Nunnally Johnson. But another producer has released a film based on a similar case (p. 188).



MOVIE EVE, portrayed by Joanne Woodward, looks in a three-part mirror and, in this special photograph by Ralph Crane, sees three personalities who are fighting for control of her body, Eve Black (left), Eve White (right) and Jane.

REAL-LIFE EVE, drawn by LIFE artist from documentary film made for doctors of her case, sits in her Eve White state, cowering, withdrawn and troubled. In this state, the first seen by doctor, she did not know existence of Eve Black.



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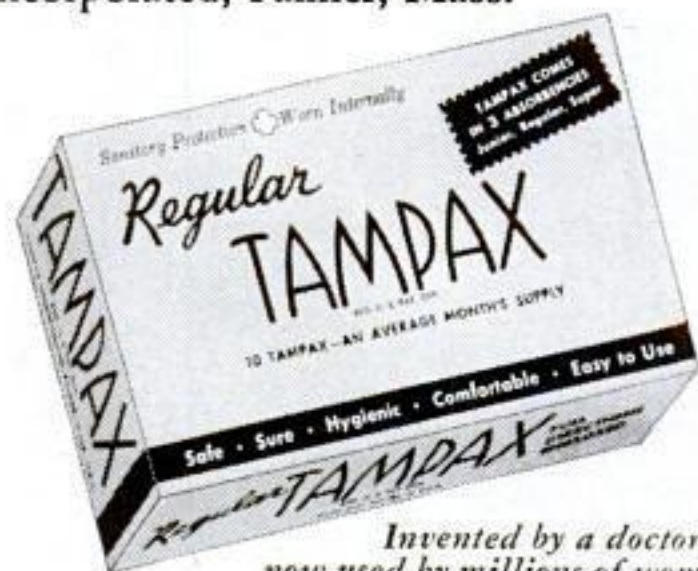
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'EVE'S' STORY CONTINUED



DR. THIGPEN, who with his colleague is on an Augusta hospital staff, was first consulted by Eve.



DR. CLECKLEY in 1941 wrote an important study, *The Mask of Sanity*. He entered Eve case later.

THE WAYS EVE CHANGED

Besides publishing their case history of Eve, her doctors made a documentary sound film—with all "three" women's permission—for private showing to medical groups. From it LIFE's artist sketched these impressions, disguising Eve's real features to protect her identity. The film pictures her uncanny transformations from withdrawn Eve White to sexy Eve Black to poised, normal Jane—transformations which took place at the doctors' request. When doctor asked, "Will Eve Black come out now," the patient promptly assumed this personality.



EVE BLACK models a flashy dress which she chose to fit her exuberant personality for doctors' film. As gay Eve Black she once went on an irresponsible dress-buying spree, leaving the bewildered Eve White to pay the big bill.

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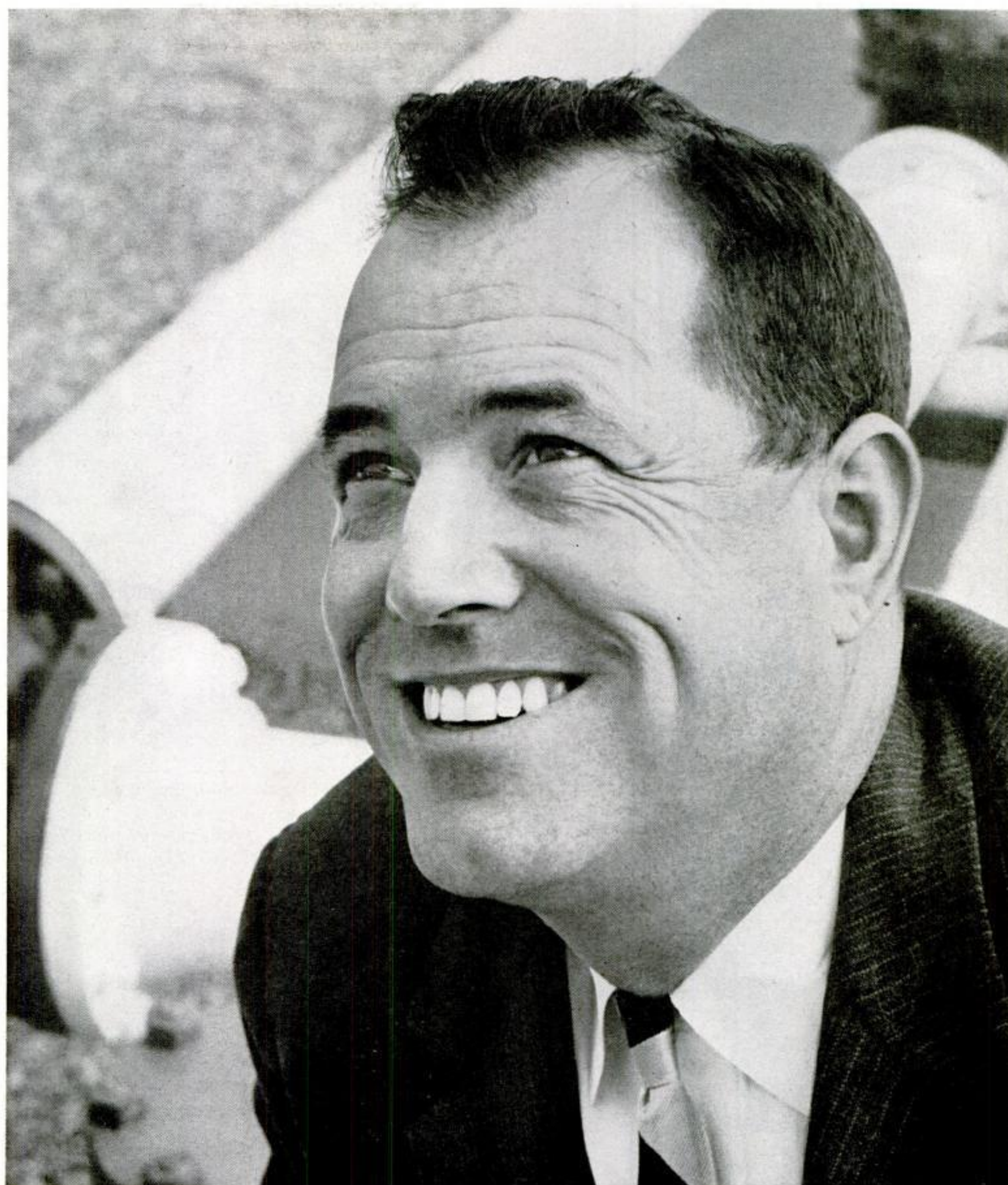
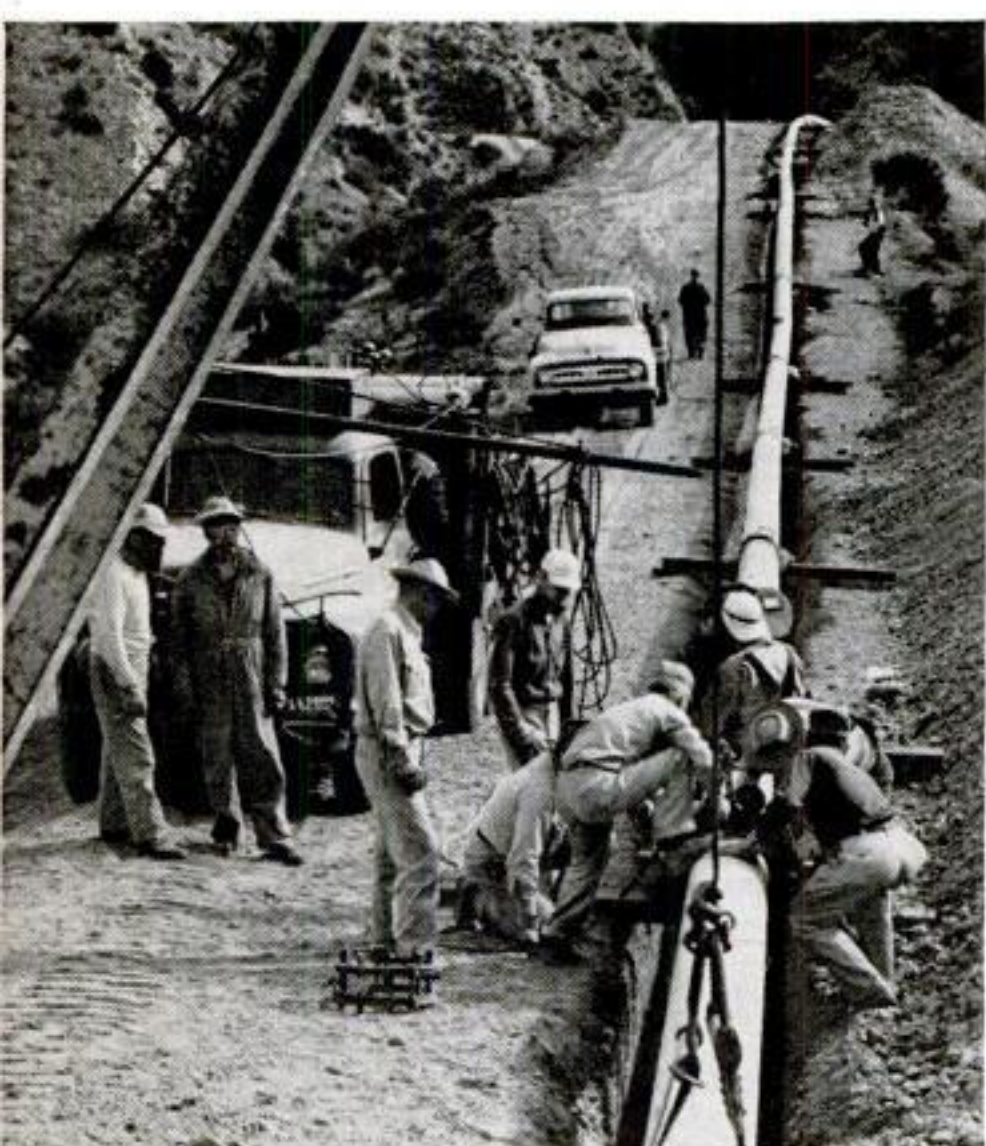
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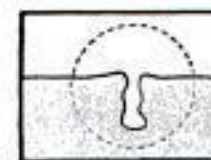
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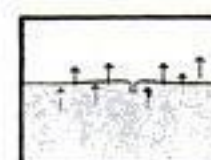
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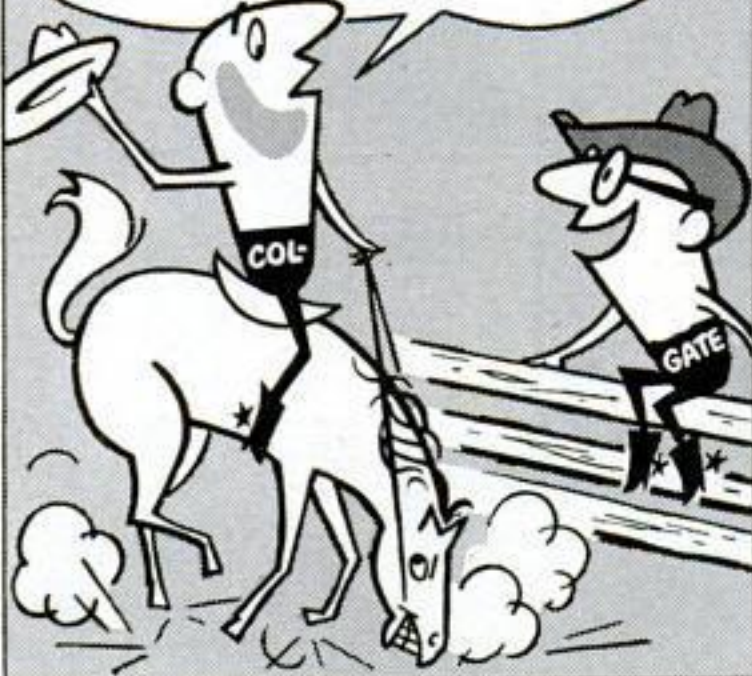
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SHY "ELIZABETH" in "Lizzie," MGM's film on multiple personality, studies her face in a mirror. Like Eve White, Elizabeth (Eleanor Parker) is unaware of the two other personalities competing for possession of her body.



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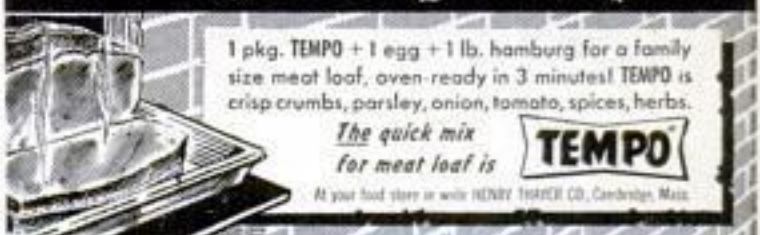


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Photograph: Arnold Newman

THE FLAVOR OF LIVING

Living is more than a series of events. Living is a flavor, a tang, a collection of visual impressions. Nothing reports the "living" part of life so well as LIFE. A fine photograph appeals to more than the eye. When you see a good picture of a North Atlantic freighter, you can almost feel the cold wind; you are so close to the loneliness of the crew, it is almost your loneliness, too. And LIFE does this sort of work with pictures better than anyone.

Few things change faster than the fashion industry. Since Neiman-Marcus is a part of it, it's important that I be aware of these changes. Fashion depends in good part on the way people live, so I've got also to be aware of the way people

are living—from the kind of homes they are buying to what they do with themselves on Sunday afternoons. In a strictly professional sense, then, LIFE is invaluable to me. Personally, I respect LIFE because it hasn't underestimated its public. It does (and should) cover celebrity weddings and college proms. But it has also done more to explain art to the masses than any other magazine. And it has run thoughtful pieces on an enormous range of subjects personally interesting to me—from William Faulkner's views of the South to the series on psychology.

I've long since stopped thinking of LIFE as simply a magazine. For me, it is an essential ingredient in the flavor of living.

STANLEY MARCUS
President, Neiman-Marcus Company



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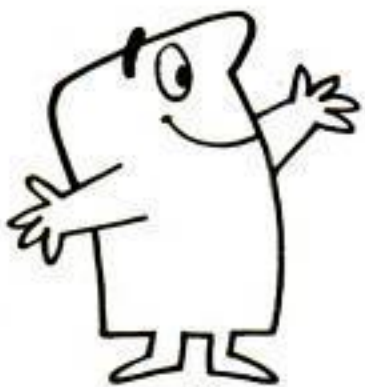
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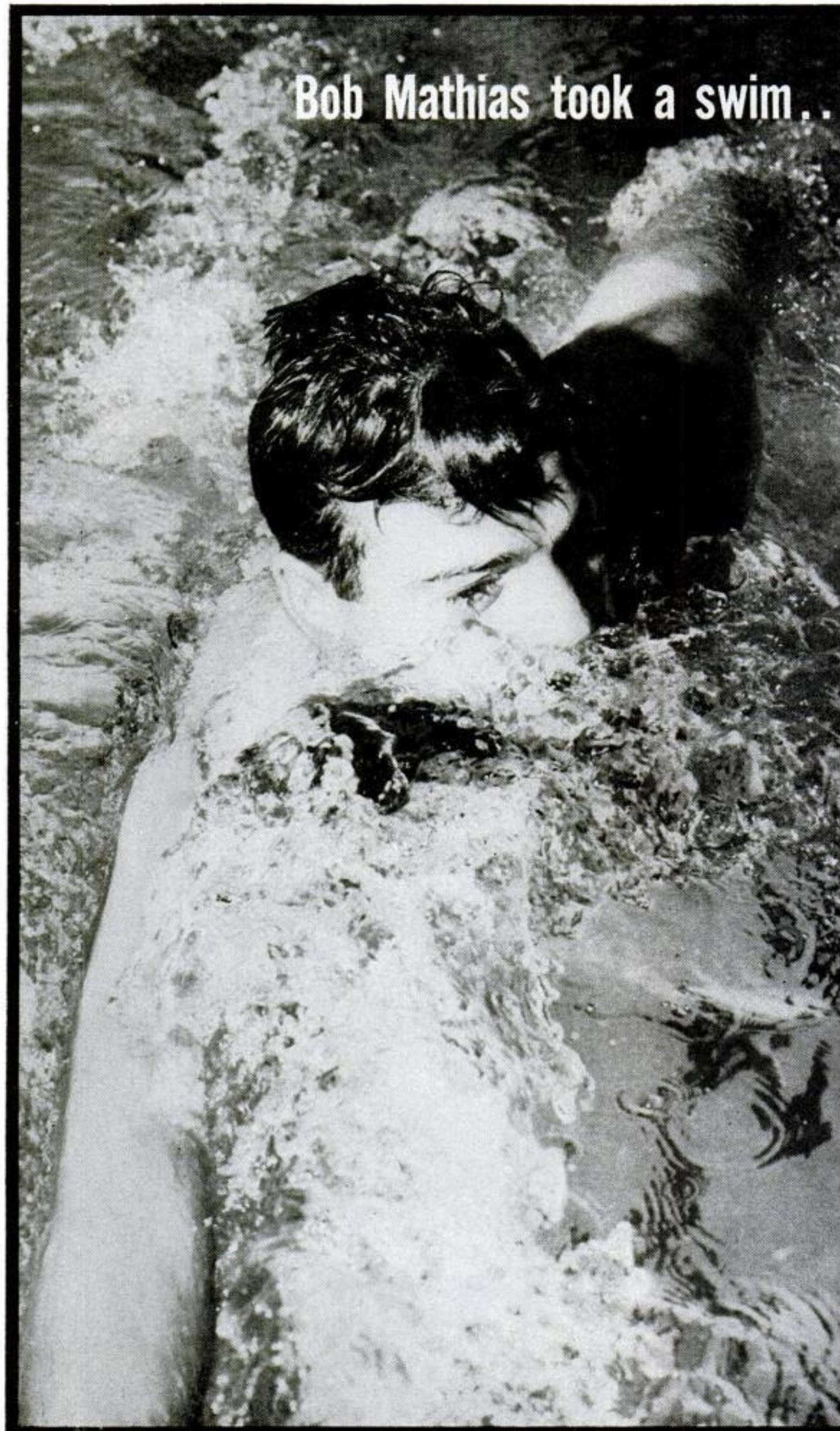
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Vitalis makes Olympic champ Bob Mathias' hair look great in the movies, too.*

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*He's under contract to Batjac-Panama Productions, producers of "Legend of the Lost."

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'A MISSILE WITH MEN IN IT'

Radical concepts get B-58, first U.S. supersonic bomber, built in record time

by DON SCHANCHE

THE threatening silhouette shown on this page hurtling heavenward belongs to the first supersonic strategic bomber, with which the U.S. hopes to maintain its uneasy lead over the Soviet air force. Now undergoing an exhaustive test program, the B-58—the Hustler—holds beneath its thin fuselage and between its inboard jet engines the sharply pointed object which largely dictated the plane's design and is its only reason for being—the long external "pod" which may contain a nuclear weapon. Released at supersonic speeds, the entire pod can be a missile plunging toward an enemy target.

Although early tests indicate it may become—for an uncertain interval—something that will outclass any known interception which soon may be brought against it, the B-58 is not yet a finished weapon. It will take a while still before all the elaborate internal mechanisms of this remarkable bomber can be "married" to each other in a perfectly articulated unit. But the fact that the Hustler is flying at all this year is even more remarkable. The feat was brought about by a pair of major aerodynamic discoveries and a new production concept which carried the plane from design to prototype with unparalleled speed.

Its precise performance still largely cloaked in secrecy, the new

Convair bomber inadvertently had as its first victim a rival aircraft company. At a recent press conference, Defense Secretary Charles E. Wilson made vague mention of the Hustler, remarking that "some people think" of the B-58 as a replacement for Boeing's B-52, now the nation's number one long-range strategic bomber. Within the first two hours of trading the morning following the interview, Boeing stock dropped 4½ points.

Actually, if it literally replaces anything, the B-58 will supersede Boeing's aging medium-range B-47 which is no longer in production anyway. But one engineer who worked on the Hustler from its inception frowns at calling the new bomber a replacement at all—"unless you mean in the same sense that the house replaced the cave. There is a helluva gap between."

Educated guesses put the operating altitude of the B-58 at 60,000 feet and its speed at 1,000 to 1,400 miles an hour. Many U.S. airmen doubt that Russia can bridge the gap between its own aerial defenses and the B-58 in the time between current tests and actual delivery of the airplane to Strategic Air Command wings.

But even if Soviet defenses improve enough to close the gap, there is hope that the Hustler's own protective devices may be enough to reopen it, for it is likely that the bomber contains the

CONTINUED



SKYBOUND HUSTLER in recent test flight holds huge, pointed throwaway bomb pod underneath its slim fuselage.

FIX-IT TIPS

with "Plastic Wood"



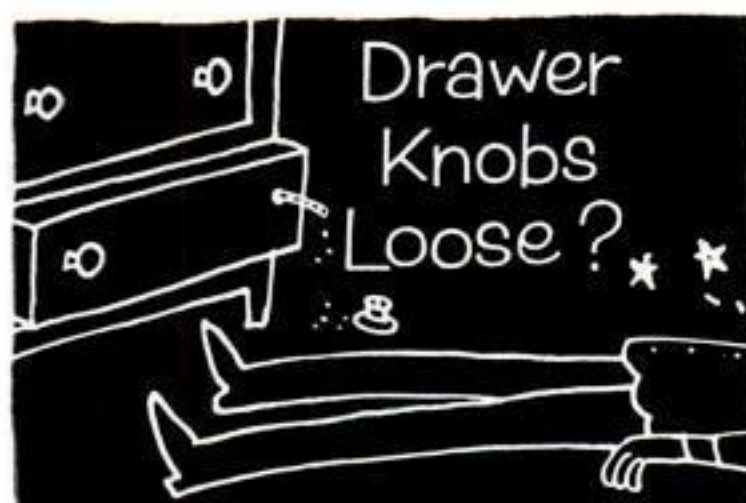
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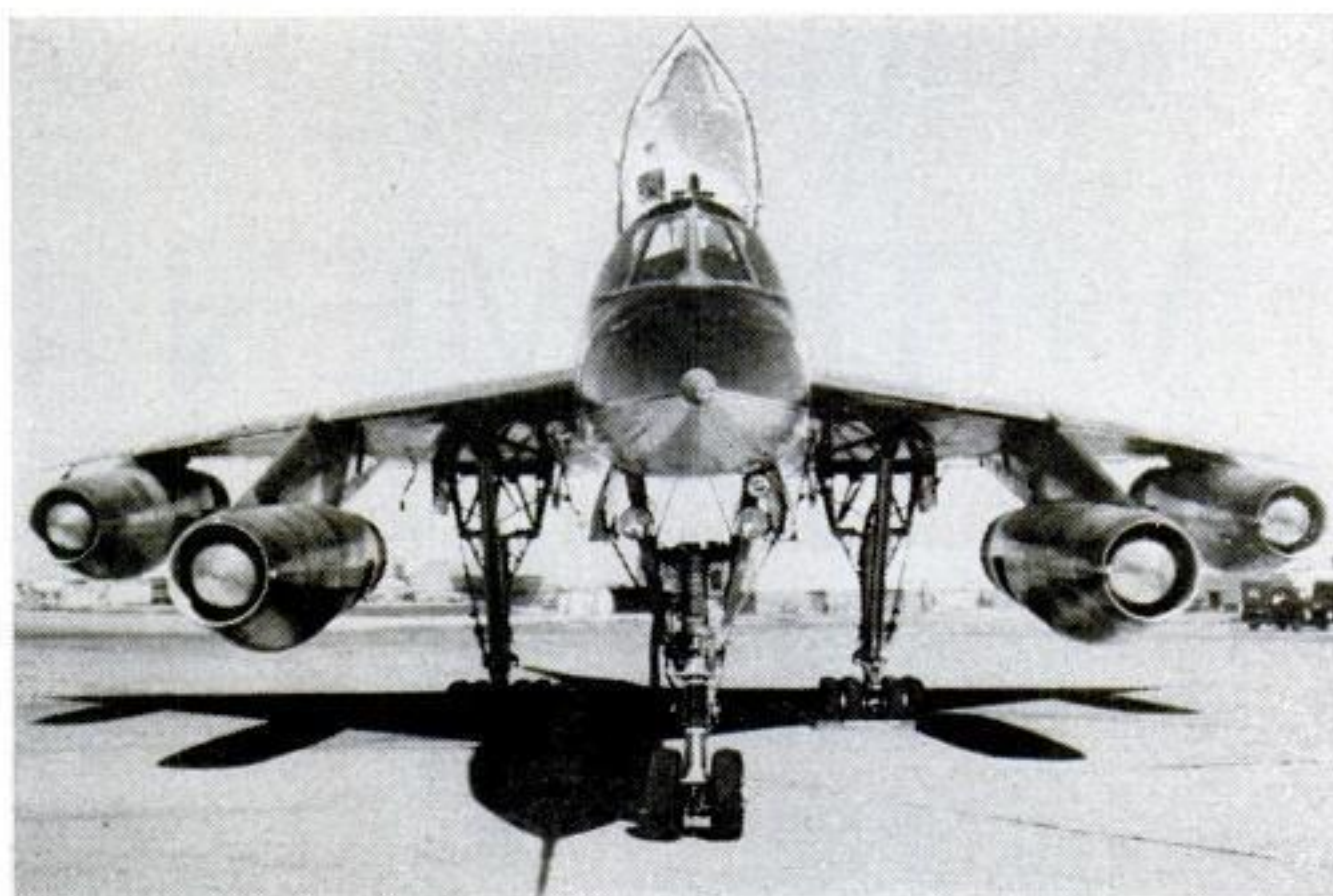


Chair Legs Loose?

Use Plastic Wood to set them tight again. It hardens harder than wood itself.



Set things right with NEW "PLASTIC WOOD"



SPIDERLIKE STANCE of B-58, here in front view without pod, results from high landing gear for take-off clearance for pod and backtilted delta wing.

THE HUSTLER CONTINUED

most sophisticated electronic defense system ever devised in the U.S. Of all of its parts, this defensive system is the most highly classified. The Air Force will of course say nothing at all about the subject, and the deductions in this article are all based on unclassified material. But two reliable technical journals, *Aviation Week* and the British magazine *Flight*, have reported some information on the system being developed for the Hustler by the Sylvania Electric Corporation.

Electronic countermeasures could make shooting down airplanes the most frustrating of all the military arts. The aim of such devices would be to intercept enemy radar signals and so distort them that it would be almost impossible to pinpoint one aircraft's position. Another of these devices would deflect enemy defense missiles so they fly wide of their mark.

There are other things on the B-58 almost as formidable. The bomb-navigation system which will guide the Hustler to its target and automatically deliver the missile bomb is capable of a degree of accuracy heretofore unknown. Convair and the Air Force have no intention of telling anyone how it works, but one engineer who worked on the system describes it as practically as easy to operate as an automatic washing machine. "You just turn it on, tell it where the target is and the system does the rest."

Three-man crew flies Hustler

TO meet exacting flight conditions at tremendous speeds and altitudes, the B-58 has a complex control system governed by an automatic pilot so refined that the human pilot spends more time simply monitoring his controls than he does operating them. "The only thing the auto-pilot can't do that a copilot could," says a Convair engineer, "is talk to you and tune the radio." There is no copilot in the Hustler. Because so much of its operation is automatic it requires a crew of only three men—pilot, navigator-bombardier and defense systems operator—as against the B-52's minimum crew of six.

Tying the complex defense, bomb-navigation and control systems together is a central electronic brain, a computer whose memory circuits watch the moves made by every navigational and bombing device in the B-58, indicating to the crew any malfunctions and automatically correcting them.

"This airplane is just a guided missile with men in it," says Robert H. Widmer, a design engineer on the Hustler.

Surprisingly, with so much packed inside and such a big mission to perform, the B-58 is a relatively small airplane. It is a striking example of the modern-day reversal of a former trend toward bigger and bigger airplanes. Although it weighs considerably more, the Hustler is only about one third again as large as the F-102A interceptor, which Convair also builds. The reason for this switch to smaller dimensions is quite simple. When the enormous B-36 was designed, the bomb it was supposed to carry was a large and complex thing. Today, thanks to a breakthrough in the design of nuclear weapons, the bomb is smaller, more compact. Hence the planes which carry it can be smaller.

To carry this startling new bomber from concept to reality, Convair, a division of General Dynamics Corporation, had to chart a whole new course in aircraft design, one that has led over some of

CONTINUED

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- ___ Electronic Oven
- ___ Bean Pot
- ___ Enough Outlets
- ___ Grill
- ___ Roll Warmer
- ___ Kettle
- ___ Ventilating Fan
- ___ Built-In Oven
- ___ Coffee Maker
- ___ Electric Pressure Cooker

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Enjoyable!

You're in clover with electricity doing so much of the work. But look what you're still missing.



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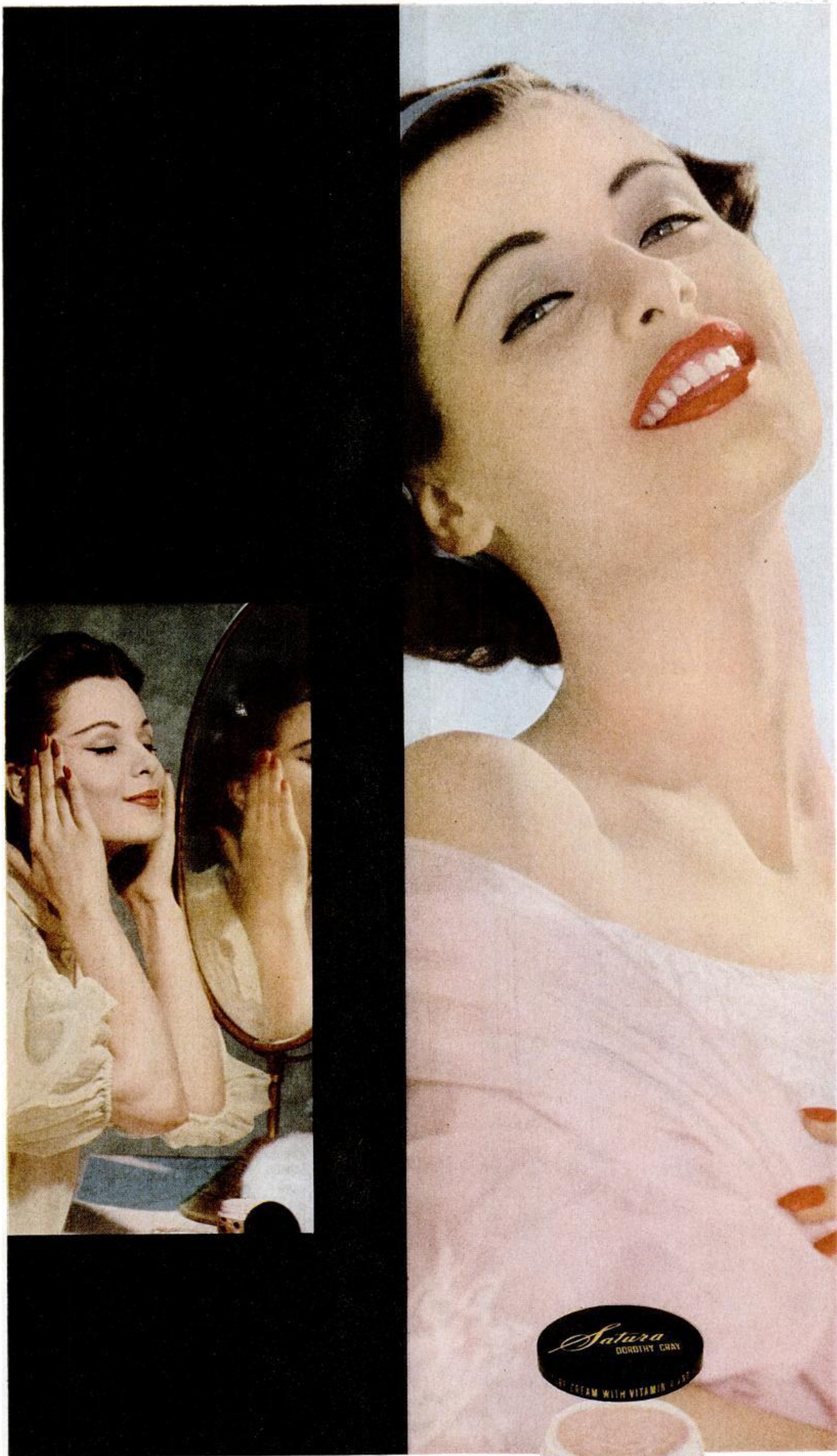


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In Canada, too.

For beauty the modern way



Dorothy Gray



TAKING OFF for test flight, the Hustler noses upward at steep angle which is required by the delta wing. This flight is being made without its "pod."

THE HUSTLER CONTINUED

the roughest and riskiest terrain in recent aviation history. More than once the whole project edged close to failure because of faulty experimental data or official skepticism. But, as with other new weapons, both luck and engineering genius—prodded by the inexorable demands of the Air Force's strategic mission—finally brought the Hustler to its present state.

The B-58 first took form as a serious Air Force project sometime during the Korean war. At the time the Fort Worth Division of Convair, the company's bomber factory, had its back to the wall. It had developed and was building the B-36, but production of the huge bomber was almost at an end. And in a fiercely competitive bid to build a successor to the B-36, Convair had lost to Boeing's intercontinental B-52. So Convair officials were faced with the grim prospect of an empty production line and at least partial shutdown of the Fort Worth bomber plant.

Hustler design wins contract

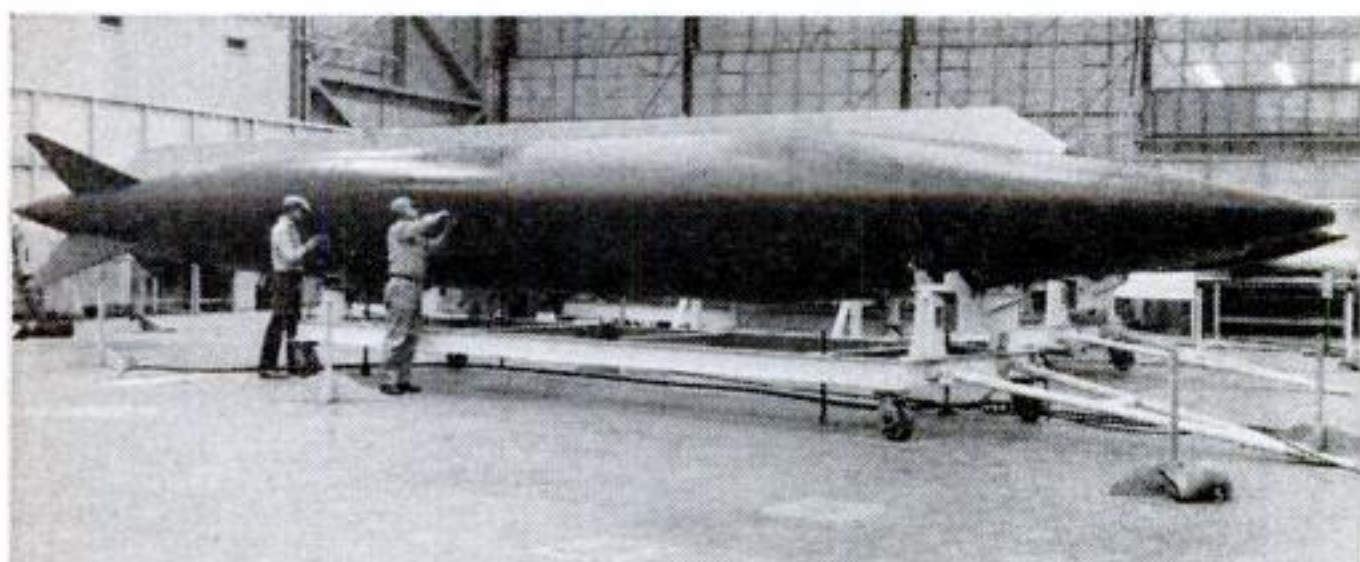
THERE was one thing which could save Convair. On its drawing boards at Fort Worth was a radical new bomber which already had excited the Air Force into launching a new competition among plane producers. Boeing also was designing a new supersonic bomber and the Air Force had invited the two companies to bring their designs to the Air Development Center at Wright-Patterson Air Force Base in Dayton, Ohio. There they would offer a final sales pitch and one of them would emerge with a contract.

Packing up more than two tons of data on the new design, 20 of Convair's top engineers, led by Convair Vice President August C. Esenwein, manager of the bomber plant, prepared to head for Wright-Patterson on the mission so crucial to the company. Just before leaving, one of the engineers chalked a corny but apt warning on a blackboard in a well-guarded office of the Fort Worth plant: "Roses are red, violets are blue, if Boeing gets this one, boys, you're through."

For two days at Wright-Patterson the Convair men presented their case to the Air Force. Then they left to make way for the Boeing contingent. Behind them, in the conference room where the sales talk went on, the Convair engineers left a mysterious mahogany box. A plate on the outside said, "Preliminary Design: Boeing Style."

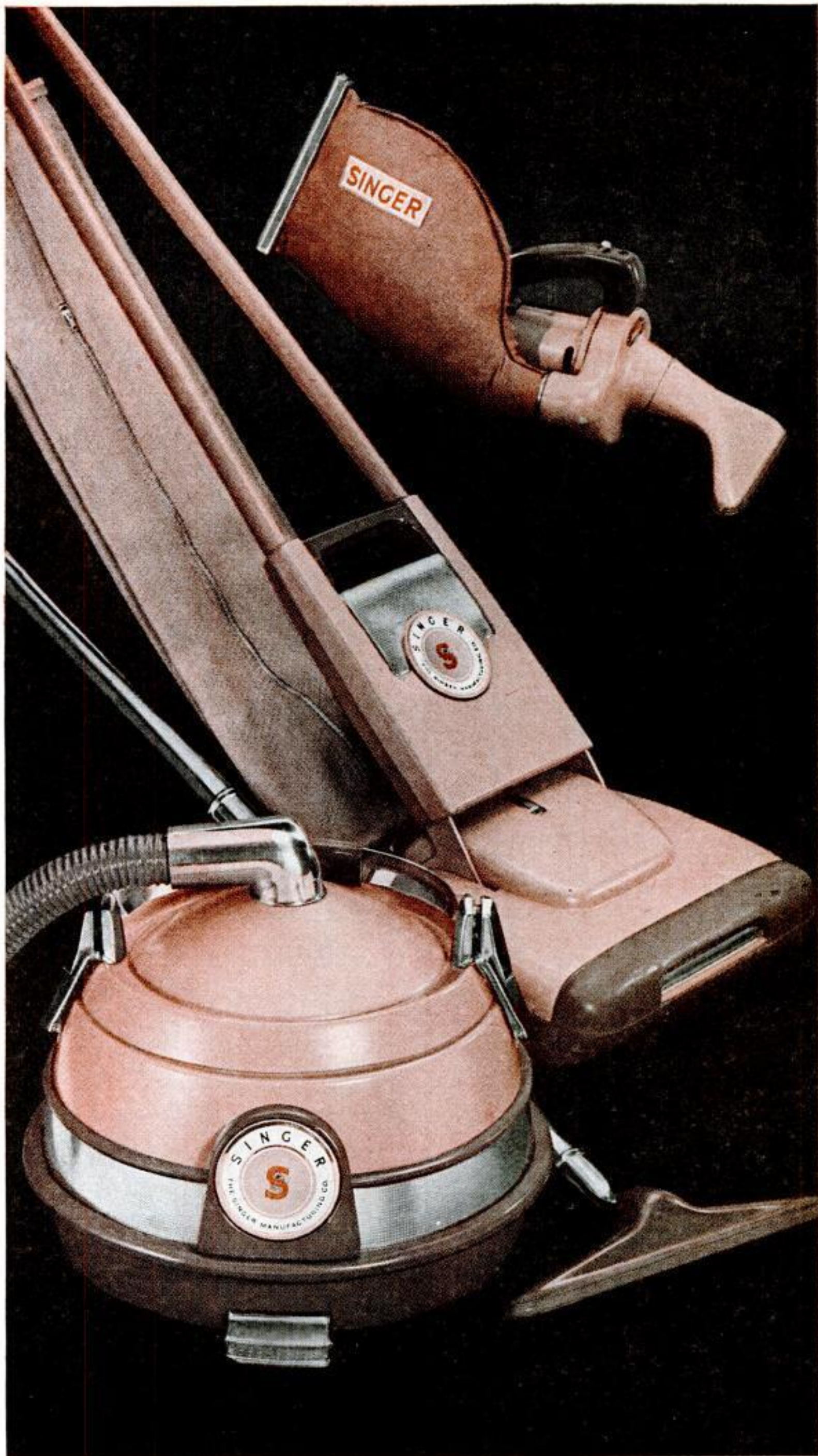
Next day the Boeing men entered the same room with an Air Force group. One of its members opened the mysterious box, then reddened as Air Force officers peered at its contents. Inside, Convair engineers had pasted a magazine story which stated that the immensely complicated Boeing B-52 had been designed in a single weekend by a half-dozen Boeing engineers. The box also contained pieces of balsa wood and cardboard, glue, razor blades and toilet paper—a derisive suggestion that Boeing might need the

CONTINUED



DEADLY POD is completed in Convair plant before being slung under B-58. About 60 feet long by 8 feet in diameter, it is two thirds of Hustler length.

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MERCEDES-BENZ



BOEING LAMPOON of Convair's B-58, held by August Esenwein, head of Convair Fort Worth Division, was made of balsa, cigars and toilet paper.

THE HUSTLER CONTINUED

material for another weekend design. Leaving the conference room after concluding their arguments, the Boeing men took the box with them.

In Fort Worth a week later, while the Air Force was still mulling over its decision, Convair received a heavy package by air express collect from Seattle, where Boeing is located. Packed under a quantity of concrete bricks thrown in for ballast and a higher express charge was a model of the new bomber design which Convair thought it had kept secret. It had been carefully cut from the cardboard and balsa wood left in the mahogany box. Five-cent cigars were glued to the wings to represent engine nacelles. And stuffed in the nose, labeled "throwaway concept," was a rolled wad of toilet paper.

Although amused by the model, Convair men were more than a little disturbed by the evidence it gave of a first-rate industrial intelligence apparatus. The razor-carved model was very similar to the real B-58 design. And Boeing apparently had access to at least one secret Convair blackboard. Carefully inscribed on the toilet paper was the rhyme, "Roses are red, violets are blue, if yours looks like this one, you'd best try anew."

But, after weeks of suspenseful waiting, Convair got the B-58 contract. The Air Force now decided the B-58 could never be built to schedule if it held to its standard practice of farming out a contract for the airframe to one company, then reaching through red-tape-cluttered government supply channels for complex equipment like the bomb-navigation, control and defense systems to fit inside. Instead, it was agreed, the B-58 would have to be built as an integrated unit.

Convair was allowed to recommend how and where each piece of the weapon should be made. The result has been a saving of two years, perhaps three, in the time it took to bring the bomber from concept to initial production.

New plan trims lead time

THIS "lead" time between design and production has become increasingly important as bombers grow more complex. It took only 12 months to develop the World War II B-24, for instance, but the far more complicated B-52 was six years from concept to first flight, and the Strategic Air Command did not get its first B-52 until three years after that. A two- or three-year saving in lead time becomes tremendously important in view of the Russian feat of cutting lead time on development of their heavy, all-jet *Bison*, counterpart of the B-52, to four years.

Another important result of this unit production philosophy, called Weapons System Management by the Air Force, is that the Hustler, with every piece of electronic and mechanical equipment, except the General Electric J-79 engines, designed specifically and exactly for her alone, probably contains as near-perfect internal systems as have ever been devised for a military airplane. If the B-58 does what her designers expect her to do, she will come

CONTINUED



Delish-Kebab!

Some folks call this tempting lineup Shiskebab, some call it Shashlik. Try this A.1. trick for this meal-on-a-stick and you'll see why *we* call it "Delish-kebab!"

Recipe: Combine $\frac{1}{4}$ cupful each of A.1. Sauce, vinegar and salad oil, 2 tps. salt, $\frac{1}{2}$ tsp. pepper, $\frac{1}{2}$ cup sliced onions. Soak 2 lbs. of lamb, cut in cubes, in this mixture for 2 hours or more. Thread meat, mushrooms, tomatoes, green peppers and small onions alternately on skewers, brush with A.1. mixture. Broil or grill, turning to brown, about 15 minutes. Makes 4 portions. *Extra* good served with rice pilaff.

A.1. Sauce helps to tenderize all meats, adds tantalizing flavor. Cook with it, keep it constantly on your table. Its herb-and-spice goodness has made A.1. Sauce an international favorite since 1825.



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Pepsi-Cola

refreshes

without filling



STUDYING PERFORMANCE. Plane Designer Robert Widmer (left) Aero-physicist John Goode pore over B-58 graphs in Fort Worth computer room.

THE HUSTLER CONTINUED

as close to being a push-button weapon as any manned airplane ever built.

When Convair began work on the Hustler, little was known about supersonic flight except that some airplanes could achieve it for a short time. And U.S. airmen knew even less about the most formidable jet-age barrier of all, the plane-melting temperatures which are generated by air friction at high speeds.

"When we started, there were some supersonic research aircraft flying," says Designer Widmer. "but the data we got from them were not very useful. They flew inefficiently at supersonic speeds and for only a few minutes at a time, seconds in some cases. The B-58 had to fly efficiently at those speeds for hours."

A thousand hours of testing in a supersonic wind tunnel indicated that the B-58 as then planned would fly well above the speed of sound with ease. Equally important, the tunnel tests indicated there would be no problem in slipping through the sound barrier. But these findings gave the engineers some qualms. Fighter planes which had been superstreamlined were butting into such thick shock waves of compressed air as they approached the speed of sound that they could push through the barrier only by pouring on all the power they could muster, with a disastrous effect on their range. It was therefore surprising that a big bomber which needed even greater range should face no trouble where small, high-powered fighters were failing.

To check the tunnel results, Convair decided to fly a scale model of the plane. Elaborate preparations were made at the National Advisory Committee for Aeronautics' testing range on Wallops Island, Va. A three-foot model was fitted with two powerful rockets and tiny electronic measuring devices to broadcast information on the flight back to recording equipment on the ground.

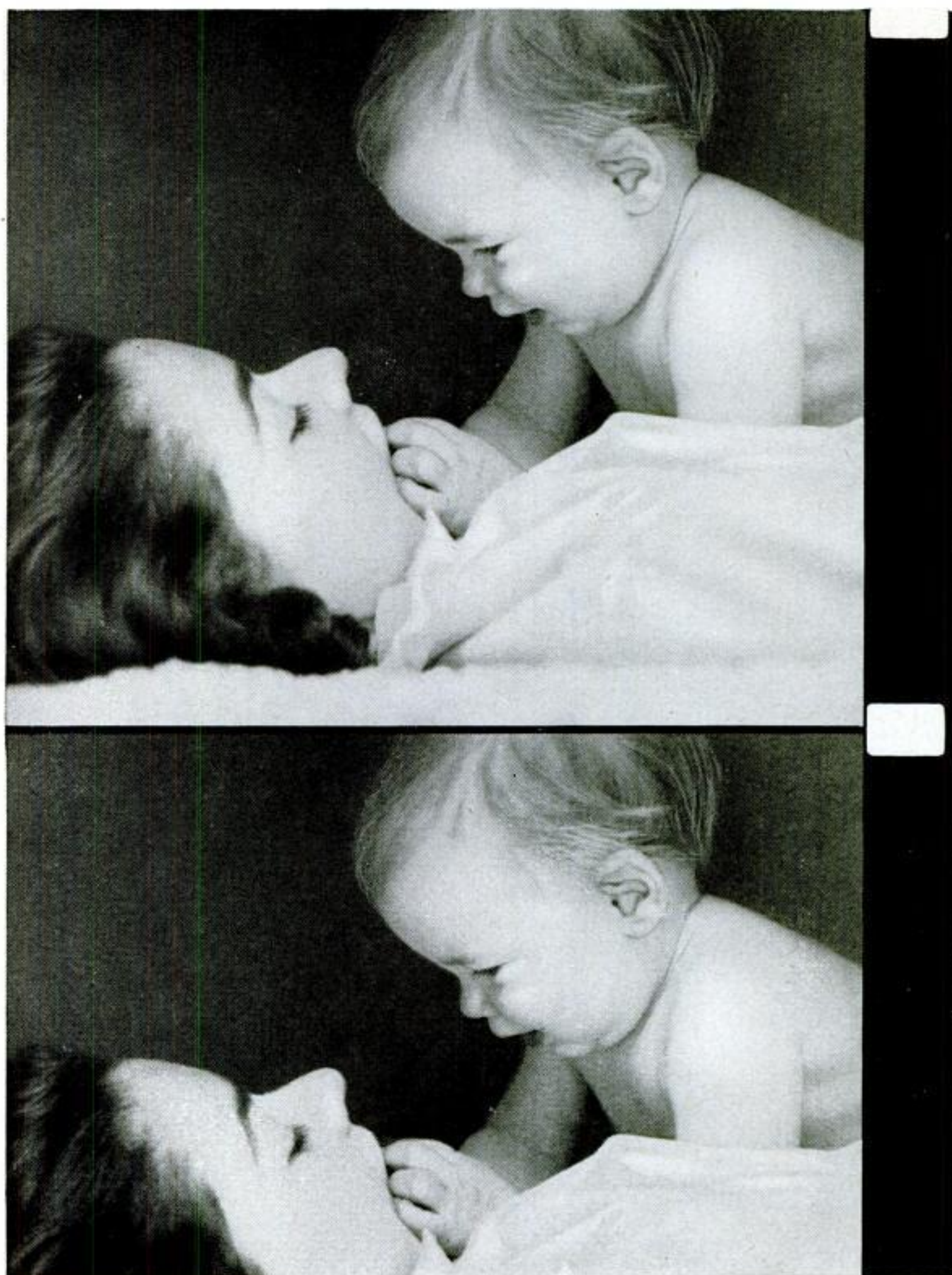
Wind tunnel tests proved wrong

THE first test ended in complete failure when one rocket mis-fired. On the second try the rocket-powered flight went smoothly, with the model describing a high and clean arc into the sky and down into the Atlantic. The Hustler's designers confidently gathered up the recording instruments and retired to digest the information they had received. It took more than a week of study before Convair became fully aware of two shocking facts that the test had brought out: 1) the B-58 as then designed could not fly above the speed of sound without sacrificing most of its range, and 2) the B-58 would never fly very well even below the speed of sound.

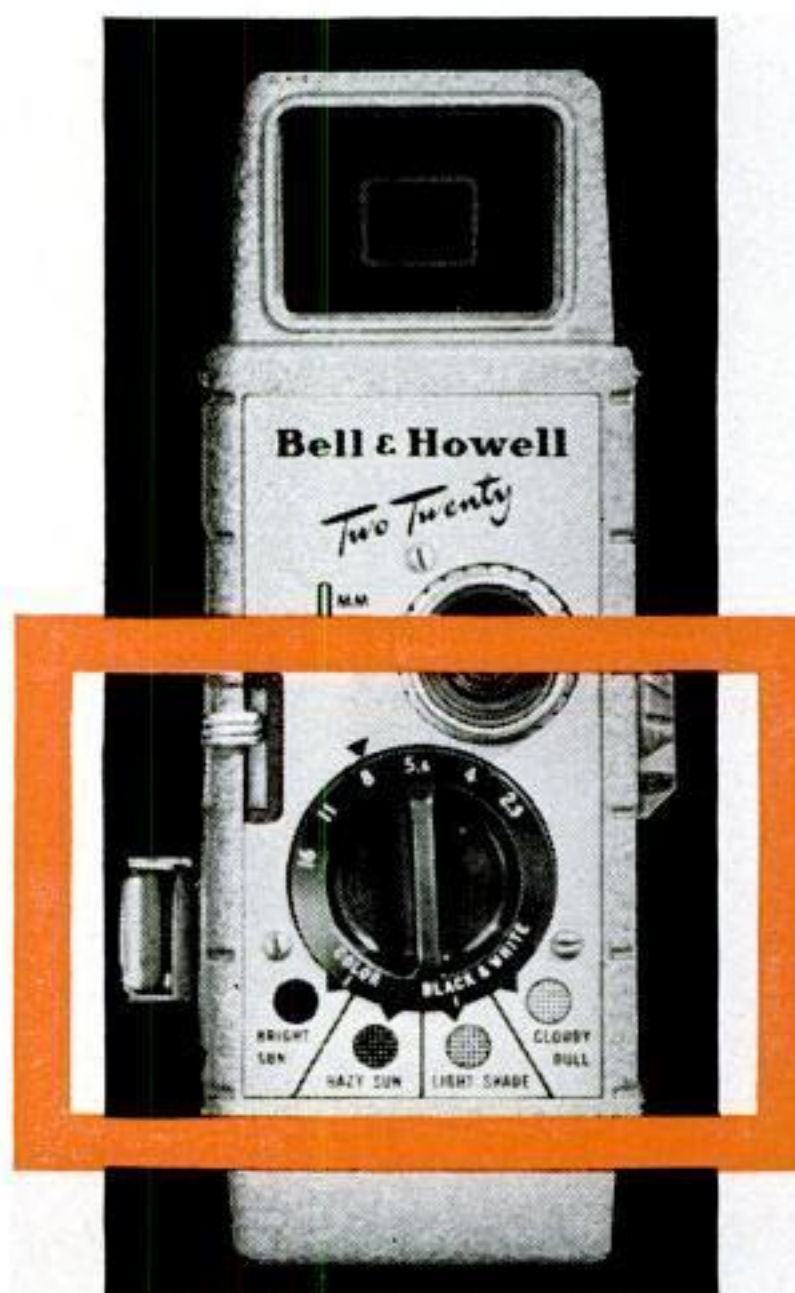
It turned out that the data obtained from the supersonic wind tunnels—still new at the time—were completely misleading. A thousand hours of tests had been wasted because there was wind interference from the walls of the tunnel at supersonic speeds and because false currents were set up around the mounts which held the models in place.

But at almost the precise moment that Convair engineers discovered that their data were incorrect, scientists at the National

CONTINUED



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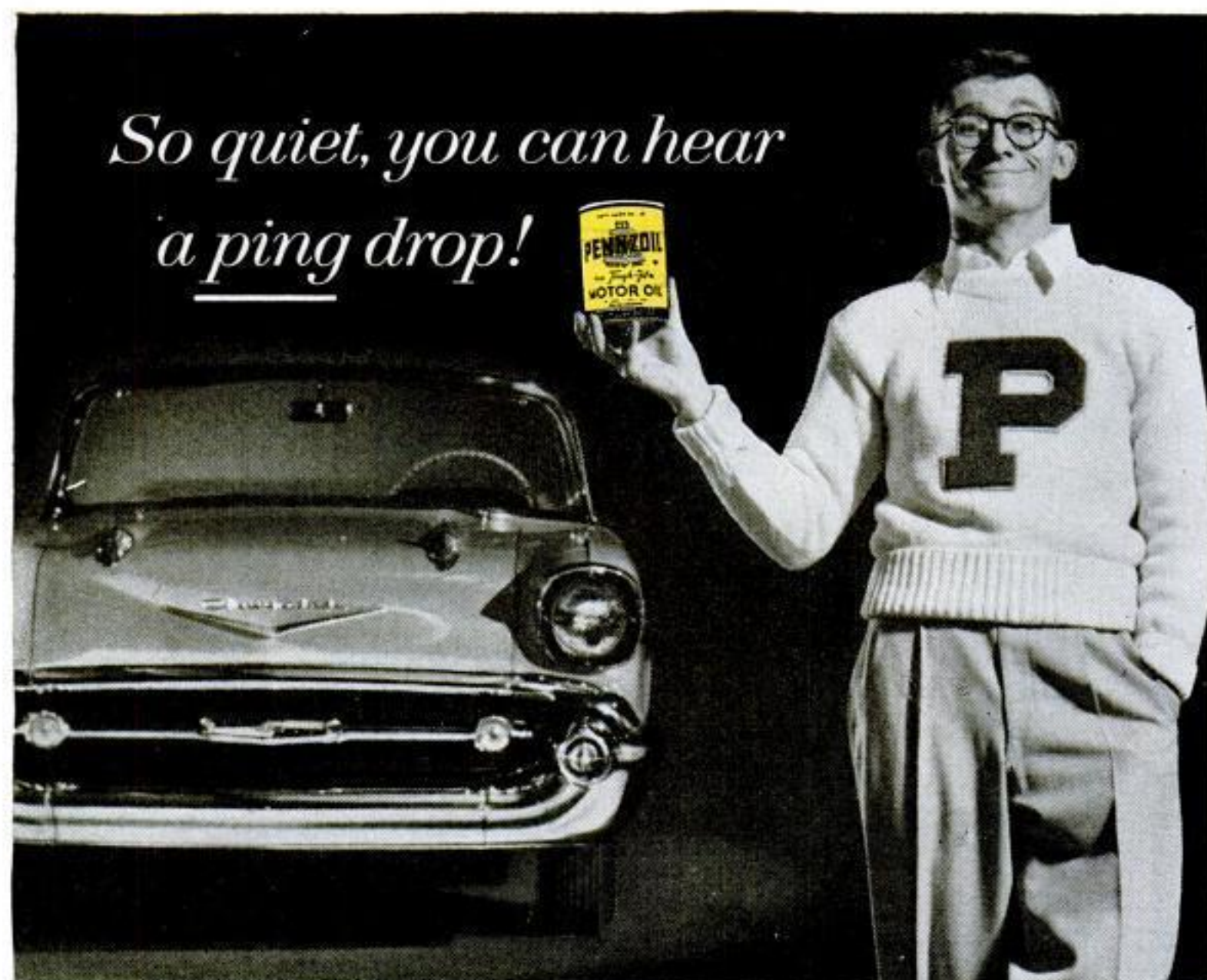
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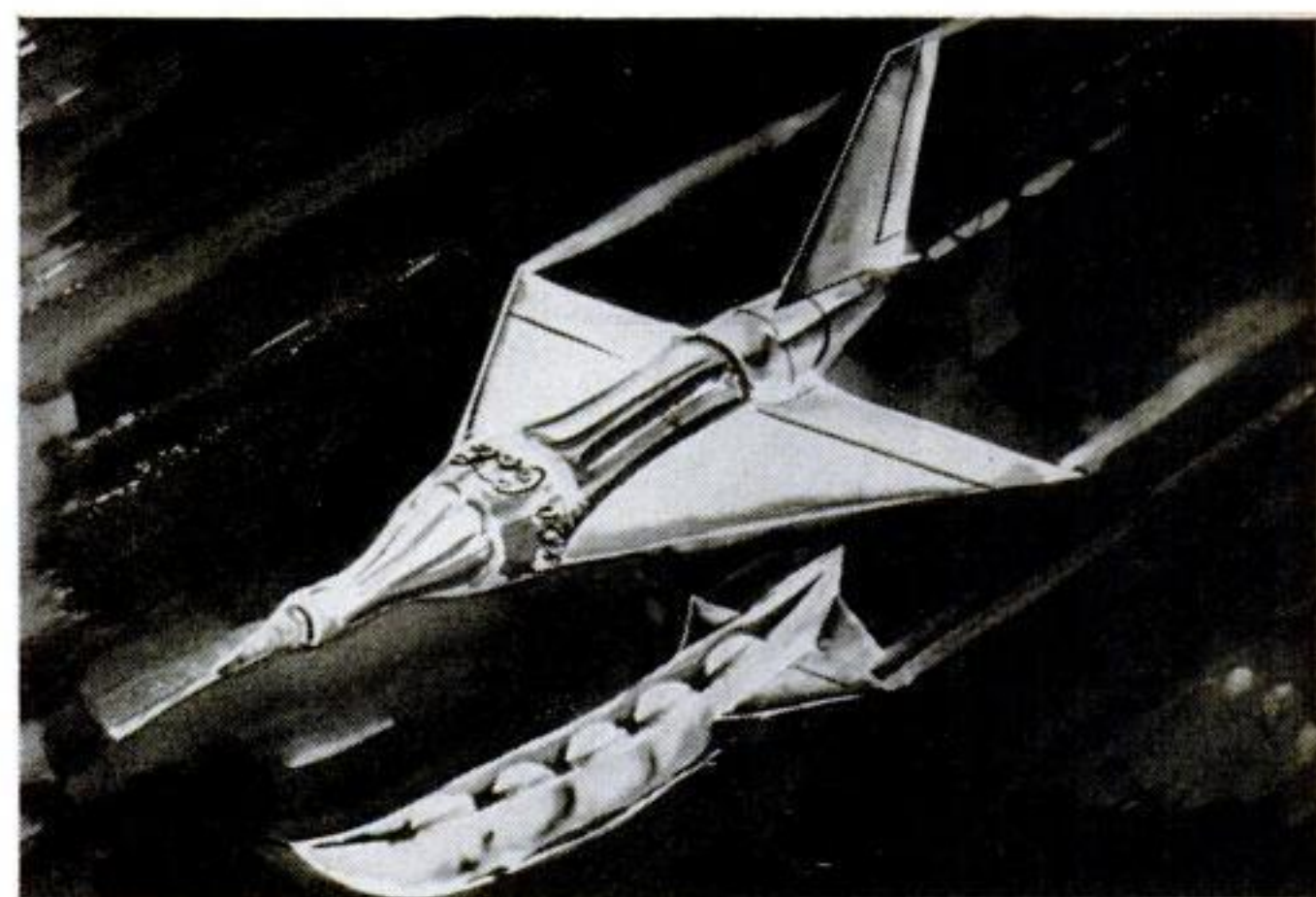


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WILD BLUE WHIMSY by a Convair artist embodies the Hustler's two primary features—its "Coke bottle" fuselage and detachable pod, here with peas.

THE HUSTLER CONTINUED

Advisory Committee for Aeronautics' laboratories at Langley Air Force Base, Va. and Moffett Field, Calif. independently arrived at two great discoveries which put life back in the Hustler.

One of the discoveries was Area Rule (LIFE, Nov. 21, 1955), nicknamed the "Coke bottle effect" because it was to leave some airplanes with fuselages that looked strangely like Coca-Cola bottles. Simply, the effect of the cinched "Coke bottle" design was to give "breathing" space to the shock waves of highly compressed air encountered at the speed of sound. As the body of the plane nosed into the heavy shock wave, its cinched waist gave the wall of compressed air a momentary space in which to lose some of its compression or density. Then, like a thin-hipped boy scuttling through a hole in a fence, the plane could slip through this barrier.

The other discovery, a less spectacular development of the NACA's Ames Aeronautical laboratory, is called Conical Camber. It proved that by gently curling the leading edge of a delta wing downward, drag is reduced and the plane's performance at speeds below that of sound is greatly increased.

Applied to the B-58, the two new design rules completely reversed the gloom brought by the misleading data produced by the 1,000 hours in the supersonic wind tunnels.

Hustler gets 'honeycomb' skin

SO the problem of speed was solved. Now there was the problem of heat. The high speeds would create air friction which in turn would create enough heat to weaken the Hustler's metal skin. "In planes which spend only brief periods at such high speeds the problem is not so great," explains a Convair aerophysicist. "It is like dipping a piece of paper in a tank of water. If you pull it out quickly, the paper does not soak up much water. But if you leave the paper in the tank for a while, it will soften and finally disintegrate."

The same thing happens to metals saturated with friction-produced heat. Part of the answer lay in air conditioning, and the B-58 has a system powerful enough to cool a 30-story office building on the hottest summer day. This was not enough. An insulator had to be found which, to use the engineer's analogy, would keep the metal from soaking up too much heat. At the same time this insulation had to be lightweight and thin or the airplane would grow to grotesque proportions.

Convair and other U.S. plane producers had for some time been experimenting with a new metal structure called "sandwich panel" or "honeycomb." It consists of two thin sheets of metal pressed, like the pieces of bread in a sandwich, over a layer of honeycombed material. But no one had discovered a "glue" strong enough to hold the sandwich panels together under the severe strain and at both low and high temperatures which some parts of the B-58 would face. Seeking such an adhesive, Convair went to the Shell Development Company which was working on a new substance for bonding metals. Shell finally produced a metallic glue which, when applied under great pressure and high temperature, held sandwiches of metal, honeycombed Fiberglas and metal together better even than bolts and rivets.

By sandwiching Fiberglas and, in some cases, honeycombed stainless steel, between thin sheets of metal skin, Convair found

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THE HUSTLER CONTINUED

it had a tough new material for airplane structure. It was better able to resist buckling and strain under the tremendous pressures of high-speed flight. And by constructing many parts of the airplane, even such basic units as the wing, with sandwich panels, the engineers eliminated so many braces, rows of rivets and ridge-lines of welded joints that they saved at least a ton in the total weight of the B-58. Moreover the use of bonding instead of welds and rivets left the surface of the Hustler as smooth as polished silver. And the honeycomb was an ideal insulator, which could reduce heat absorption by as much as 100°.

But even after solving these almost overwhelming technical problems, the Hustler's builders faced still another formidable barrier. The Secretary of the Air Force, the late Harold Talbott, along with engineers at Wright Air Development Center, did not believe the Hustler would do what its designers claimed. Talbott argued: 1) that the Hustler would not have the range its designers predicted; and 2) that once the B-58 reached its bomb drop point, if it ever got that far, it could never separate from its throw-away bomb pod at speeds above that of sound.

To settle the issue, Talbott appointed a board of investigation headed by Lieut. General (then Major General) Clarence S. Irvine, which was to decide whether the entire B-58 project should be scrapped.

The board heard arguments from Convair and from the skeptical Wright development lab engineers. According to the proved performance of hundreds of airplanes they had tested in years of wind tunnel research, the Wright lab men said, the B-58 might fall more than a thousand miles short of the range Convair predicted. They conceded that there was no way to know for certain until the Hustler actually flew, but after watching other less spectacular airplanes develop from test to long-range flight they were confident Convair was wrong. If this was so, the B-58 would be of little use to the Strategic Air Command, which must have roughly 10,000 miles range to target and back in order to hit any place in the world.

Convair argued that no matter how good the hundreds of past tests were, none of them was run on the B-58, a radical new design from nose tip to tail. Such a supersonic bomber, said Convair, cannot be tested the same as, or even compared to, a 300-mile-an-hour transport.

The traditionally impartial NACA backed the Convair engineers by telling the Irvine board that it had never tested a manufacturer's model as efficient as the Hustler.

First tests fulfill promises

BUT the Air Force itself advanced the argument which probably won the case. When the development contract for the Hustler was given to Convair, it was explained, all of the nation's aerial eggs had in effect been tossed in one basket. There was no other supersonic bomber under development. Certainly the designs Boeing had worked out during the original competition for the B-58 contract were still around, but it would take years to bring them up to the state of development which the Hustler had reached.

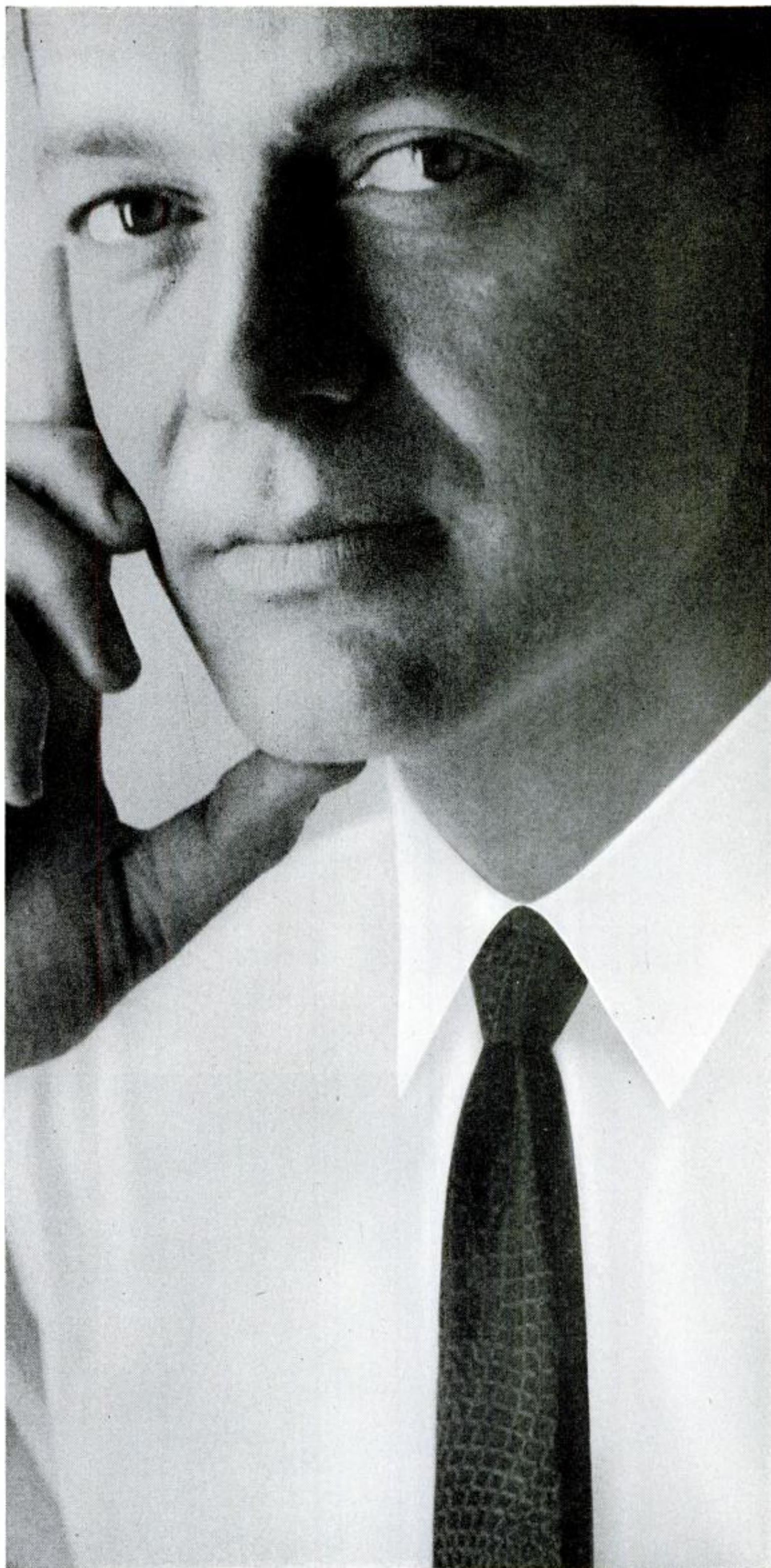
To answer Talbott's second suspicion, that the Hustler and her throwaway load could not be wrenched apart at high supersonic speed, the Irvine board could find no one who did not believe the concept was perfectly sound.

So the Air Force board returned to Talbott with the powerful recommendation that the B-58 project continue, despite mild reservations on the question of range. Relieved of immediate threats to the program, Convair went ahead in building a still-undisclosed number of Hustlers—under the terms of their initial production contract publicly announced in October 1954.

In all of its tests so far, the Hustler has met or exceeded its designers' predictions. Speed, as an example, is even higher than expected. When reports of this leaked out a few weeks ago, an undoubtedly apocryphal story which said that the bomber had actually outraced a Lockheed F-104, the world's newest and fastest interceptor, began to circulate. No such speed race has been held but the story illustrates the awe with which some flyers now view the new plane.

And on the basis of these early tests, a number of officers who were formerly skeptical about the Hustler have become enthusiastic. A demonstration of the urgency of the bomber's test program occurred last month when the Air Force, faced with the necessity of getting a model of the B-58 to Wright-Patterson in Dayton, modified an old B-36, strapped the Hustler airframe to its belly and flew it from Fort Worth to Dayton. To have flown the B-58 on its own power would have retarded engine tests then going

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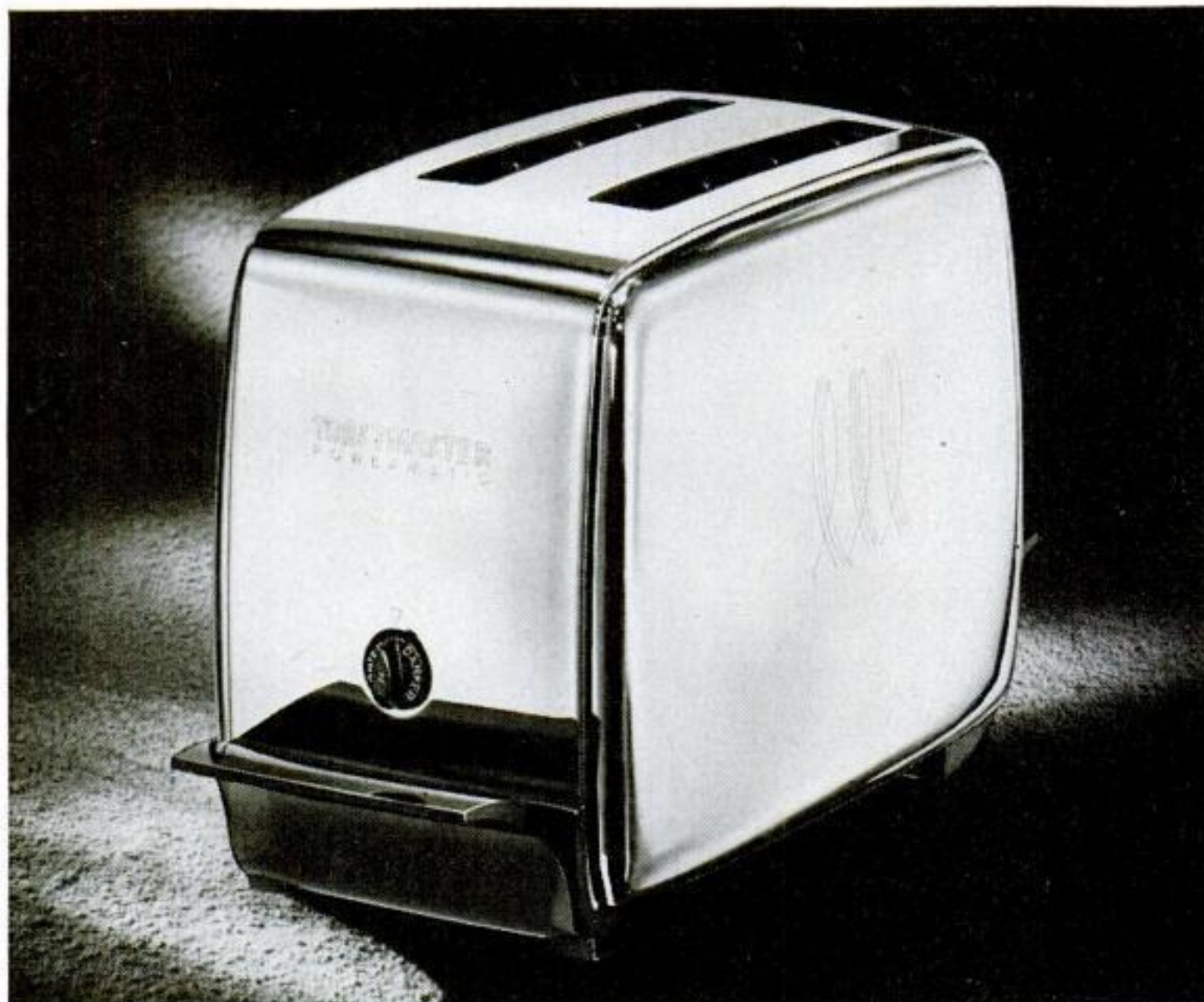
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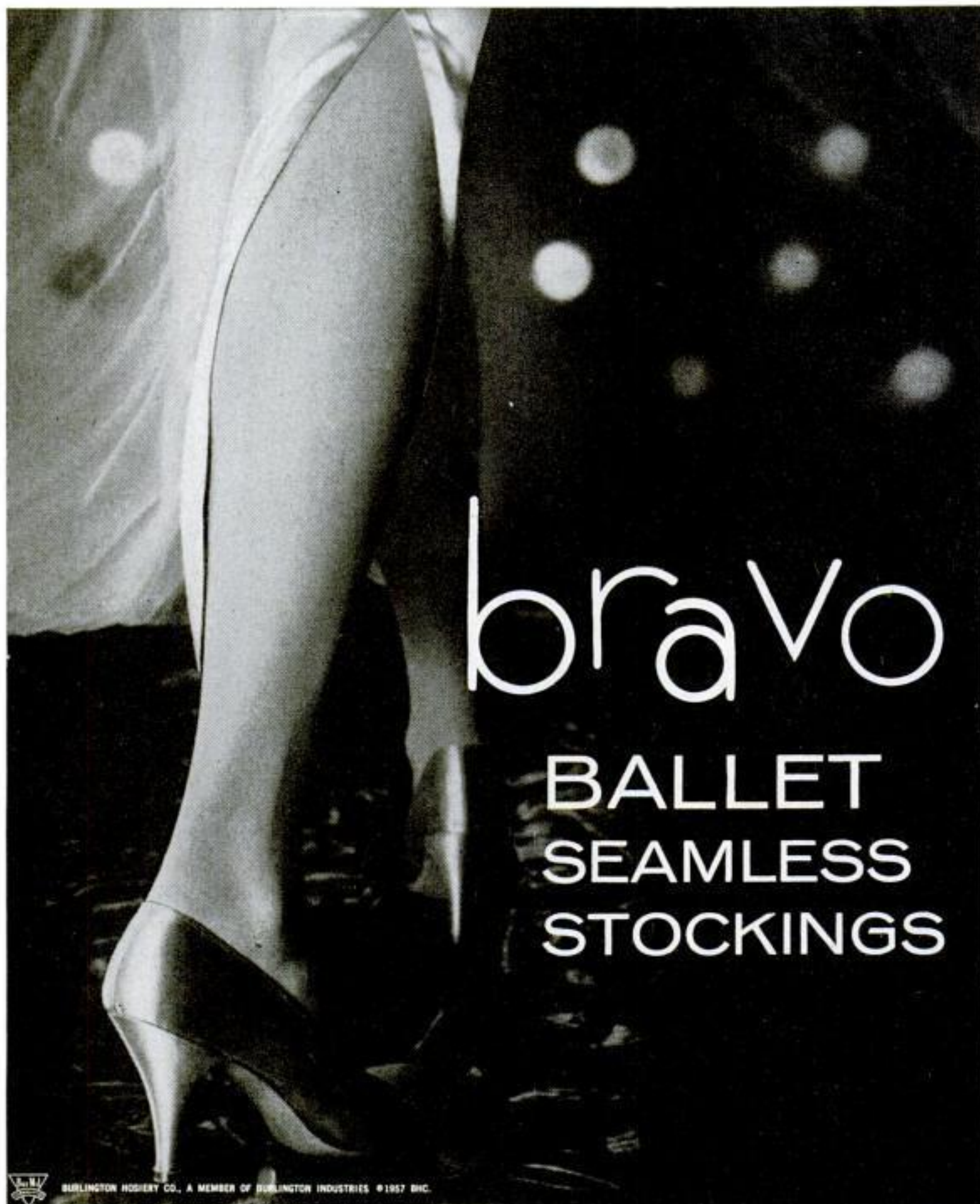
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FIRST TO FLY B-58 was top test pilot B. A. Erickson, here shown in F-102 cockpit. Pilot was also the first to test Convair's earlier bomber, the B-36.

THE HUSTLER CONTINUED

on at Fort Worth. So the engines were left behind and the airframe was rushed by air without them.

But the fate of the bomber still hangs on range, and that has not yet been completely tested. Because of its small size, it is obvious that the Hustler will have to rely on aerial refueling if it is to fly the 10,000 miles to and from most likely strategic targets. Just how many refuelings it will need is the Air Force's major concern. But if it can get that much range on a single refueling, it is probably a cinch to go into production.

Superiority not permanent

CERTAINLY the men who designed the bomber are confident about its future, and Test Pilot B. A. ("Erik") Erickson, the first man to fly the new bomber, shares their confidence. Erickson takes a matter-of-fact approach to the hot new Hustler. Just before his first flight in the B-58, Erickson said, "My feelings are just what I imagine they would be if I were opening a big new department store. I would get everything ready, then I would throw open the doors. If people came pouring in and bought things, business would be good."

The fact that Erickson is still flying the B-58 indicates that business looks good. Perhaps his undramatic approach to the B-58 comes from a resigned knowledge that no matter how good business is, it will never let him or anyone else in the military aviation industry relax long enough to enjoy the brisk trade. The enemy, like the store across the street, is undoubtedly already trying to devise something to knock the B-58 down. And engineers will have to come up with a product that will outperform the device that overcomes the Hustler.

But that time may be years away. Hopefully crossing his fingers, one of the engineers said, "So far as we know today, there is nothing *off* the drawing boards anywhere in the world that can beat the Hustler."



AIRLIFT OF B-58 took stripped Hustler airframe from Fort Worth to Dayton, Ohio, fastened under bomb bay of its outmoded predecessor, the B-36.

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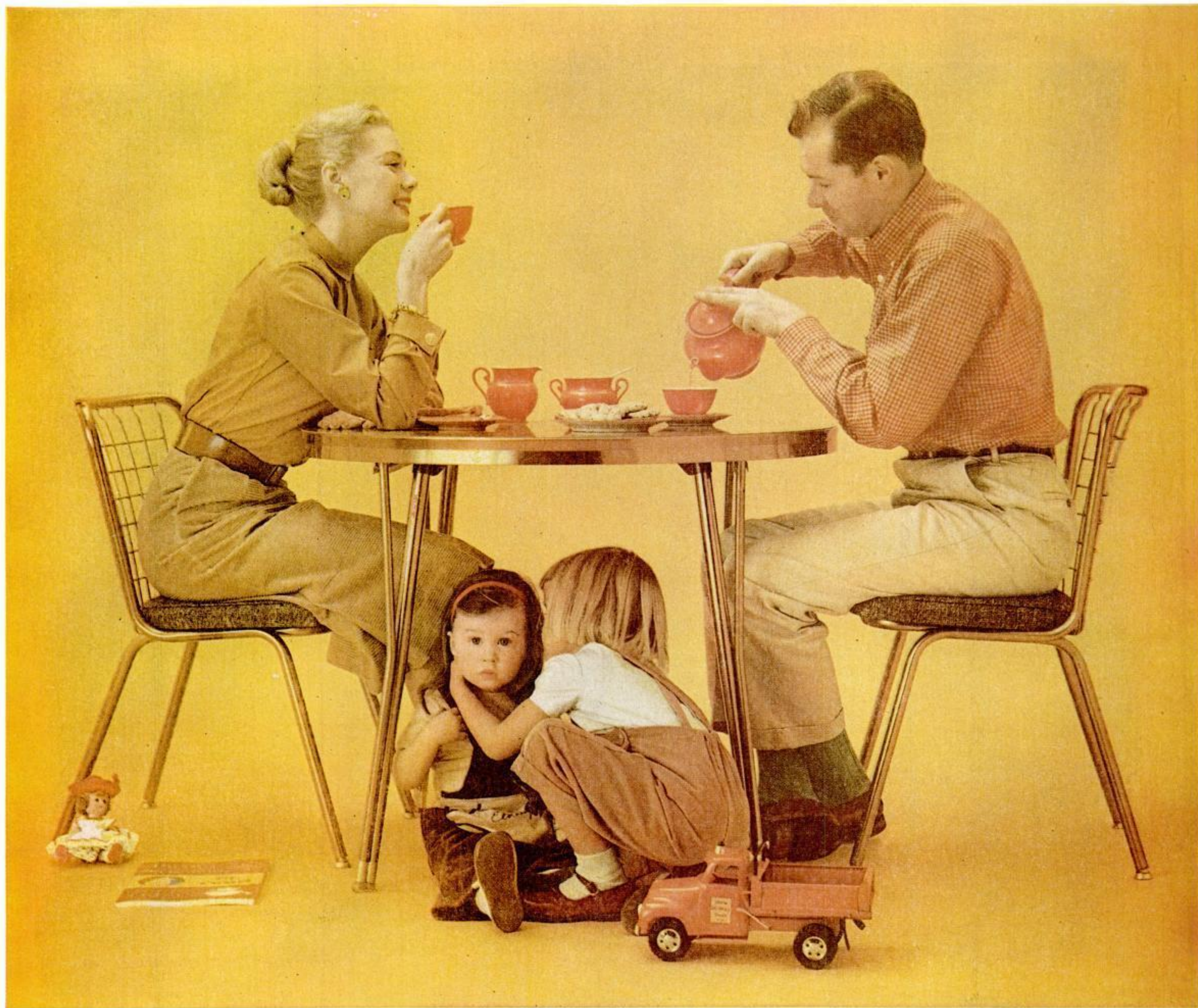
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RISING FROM THEIR TABLES IN THE "BROOM CLOSET," CURLING'S 19TH HOLE, DINNER GUESTS WATCH THE PARADE OF TEAMS WHICH OPENED THE GAMES

Chicago Society Takes to the Ice

THE FIRST U.S. CURLING CHAMPIONSHIP LAUNCHES THE SPRING SEASON

A 19th Century enthusiast of curling, a Scottish sport that is a kind of shuffleboard on ice, wrote that "it brings rich and poor together in a way that nothing else does." At the first U.S. Men's National Curling Championship held in the Chicago Stadium recently there were few poor, since most curling in the U.S. is done in private clubs, but the contest did bring together all levels of Chicago society for the first big event of the spring social season. Seven hundred guests gathered for a pre-game dinner beside the ice, after which they were entertained by the kilted

bagpipe band from the University of Iowa and a parade by the rinks (teams) competing. Then they adjourned to their boxes, some of which cost as much as \$125, to watch the playdown.

Host for the championship, Hughston McBain of Chicago, who maintains that curling is not just a society sport, had good reason to be pleased at the outcome. Not only did his socialite friends have a good time raising more than \$32,000 for charity, but the winning rink (team) consisted of a golf pro, a lumber foreman, a beer distributor and a city employee.

DIPLOMATIC DEVOTEE R. Douglas Stuart, who was U.S. ambassador to Canada from 1953 to 1956, watches match with wife. He learned game in Canada.

EXECUTIVE ENTHUSIAST Robert Ingersoll, president of the Borg-Warner Corp., and Mrs. Ingersoll belong to a North Shore country club with curling rink.



CONTINUED



ADMIRING A "HIGHLANDER," Arthur Roberts, a curler himself, talks to member of drill corps.



SHARING A JOKE about their un-Scottish costumes, William B. Cudahy (*left*) and wife Evelyn

(*second from right*) take their places at the dinner table with their friends, Mr. and Mrs. Ike Sewells.



WELCOMING A FRIEND, Mrs. William Mitchell discusses turnout with Mrs. Hughston McBain.



"STACKING THE BROOMS" (visiting the bar) is an old after-game custom curlers like to preserve.

WINNING AN AWARD, Willie Roy, who has curled 54 years, took prize for best man's costume. →





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As every good clothing salesman knows, if a suit has the quality it will sell itself. The salesman hardly has to say a word. When a new Robert Hall store opened in Memphis, Tenn., Photographer Barney Sellers of the *Memphis Commercial Appeal*, assigned to cover the event, decided that he would put a navy blue wool sheen gabardine to the test. He got a friend to

stand behind a rack where assorted sizes were kept and stick his arm through the sleeve of a size 39. When Store Manager David Temple (*left*) brought customer Abe Simon over to the rack, the suit stuck out its arm in its own sales pitch. Simon was impressed by the suit's selling technique, but 39 was the wrong size. He took a larger model from the same rack.

Another adventure in one of the 87 lands where Canadian Club is "The Best In The House"

BASEBALL'S GRANDPA

made a rookie out of me

1. "Baseball is a tame sport alongside its age-old Alpine ancestor," writes Jack Ehrens, an American friend of Canadian Club. "The Swiss call their game *Hornussen*, or hornet. Instead of a ball, they use a disc that hums through the air like a hornet. Outfielders try to stop it by throwing paddles into the air. I joined a game outside Interlaken, in the shadow of the mighty Jungfrau—and soon wished I'd stuck to sandlot softball.



2. "Smacking a little disc with an 8-foot willow-handled mallet is like hitting a hockey puck with a fly rod. When I finally connected, the *hornuss* buzzed straight for the Jungfrau before it was knocked down.



3. "Out in the field, I sampled the game's other side. It still beats me how the players stop something they can hardly see by tossing paddles at it. It's no wonder they're often hit by the *hornuss* or by their own falling paddles. A paddle beamed me.



4. "A crack on the noggin sent me back to the Beau-Rivage Hotel where Canadian Club looked better than a big-league pennant."

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